

Kuchenmeister at the ISM Cologne 2022

The years 2020 and 2021 have been challenging for many companies, but also an opportunity for lasting change and transformation. Kuchenmeister has accepted the challenges and was able to leave the time of crisis well behind.

Corona and Investments

Overall, the company has come through the corona pandemic well. We were able to increase our sales, especially in the area of supermarket sales of sweet baked goods. Supermarkets were open throughout the period of restrictions, making them the main source of cakes and pastries for customers. On the other hand, corona-related losses have been recorded in sales markets such as company catering and air catering.

Kuchenmeister has used the time of social distancing and invested in a modern and technically very well equipped video room. This made it possible for us to keep in touch with all customers worldwide without having to travel and to offer our usual service. Above all, customers from abroad appreciate this service very much.

In addition, at the beginning of 2021, Kuchenmeister put a new production hall into operation in Soest, to which a new, modern administration area is also attached.

Sustainability report 2021

For more than a decade, Kuchenmeister has been committed to progress and further development in terms of sustainability. That's why Kuchenmeister regularly publishes a sustainability report. This year, the sustainability report looks back above all to the construction of a new production hall on the site of the "Alte Zuckerfabrik" in Soest - a former industrial wasteland which Kuchenmeister has filled with life again. The production hall with adjoining administration area is a prime example of sustainable construction.

Kuchenmeister is also continuously developing their packaging and will be using fully recyclable cake base packaging in 2022. In addition, Kuchenmeister has set itself the goal of converting 80% of its packaging to recyclable materials by the end of 2023.

Consistently good quality and innovation drivers

In 2020 and 2021, Kuchenmeister has now been awarded the Bundesehrenpreis in gold for the 11th and 12th time, the highest quality award in the German food industry. In addition, Kuchenmeister successfully passed the ZNU recertification audit of the "Center for Sustainable Corporate Management". Since 2012, Kuchenmeister has been involved in the ZNU to promote sustainability in its own and in other companies. For example, raw material procurement, energy consumption, disposal and the climate balance are checked in ZNU audits.

At the beginning of 2021, Kuchenmeister was awarded the International FoodTec Award in "Gold". The award goes to an innovative oven system, the "multi-variable baking process". This is a combined heat transfer oven that can save up to 10% of energy. These oven systems are also used in the new production hall in Soest. With this, Kuchenmeister is taking another important step in the direction of "climate-neutral locations by the end of 2022".

What does the future taste like at Kuchenmeister?

In September 2021 Kuchenmeister was part of the Germany-wide "Future tastes" tour organized by the Federal Association of the German Food Industry (BVE) and the Lebensmittelverband Deutschland e.V. At each station, current social topics relating to nutrition are discussed with different partners, and new trends, ideas and concepts are taken up and illuminates and shows the possibilities of a sustainable future in food production and nutrition.

The main topics at Kuchenmeister were the climate neutrality of the locations by the end of 2022 and the associated technological and structural aspects. Another topic was the conversion of packaging with the aim of making 80% of packaging recyclable by 2023. Ursula Heinen-Esser, the NRW Minister for the Environment, Agriculture and Conservation and Consumer Protection, was also a guest in Soest and primarily addressed the political tasks related to the sustainability of companies. The event was also accompanied by the food influencer Sonja Meise from the Instagram channel @foodnewsgermany.

The entire video of the "Future Tastes" tour at Kuchenmeister and the videos from the other stations can be found at: www.zukunftschmeckt.de/on-tour/stationen