

Kuchenmeister at the ISM Cologne 2023

We look back on an eventful year 2022, which was mainly characterized by raw material shortages and rising prices for energy, raw materials, packaging and personnel. We have risen to challenges and repositioned ourselves in some areas. However, promising new partnerships and (advertising) campaigns have also developed, through which we are looking positively to the year 2023.

Supply security in times of crisis

As an owner-managed family business, we at Kuchenmeister live short and flexible decision-making paths. In addition, as a family business, we rely on long-term cooperation with our suppliers. This has enabled us to respond quickly to market fluctuations, raw material and packaging availability and energy uncertainties even in a crisis-ridden 2022.

We have internal experts in raw materials, energy and packaging purchasing and topped up this existing knowledge with external experts at the start of the war in the Ukraine. These flexible teams of experts not only develop long-term alternative plans, for example in the area of energy supply, they also monitor the daily developments on the raw materials and packaging markets in order to be able to react flexibly to changes.

At Kuchenmeister, we have also long been committed to sustainability, which is why we began several years ago to expand renewable energies such as photovoltaic systems and to convert our own fleet of over 30 trucks to LNG gas. In 2022, we have replaced another 17 diesel trucks in our fleet with LNG trucks.

Forward-looking restructuring

The turbulent times in 2022 have also shown Kuchenmeister in which areas of the company changes are necessary. In order to be able to react more flexibly to fluctuations in the raw materials and packaging markets, Kuchenmeister has divided its purchasing department into a strategic and an operational purchasing department. While operational purchasing takes care of daily and long-term raw material and packaging procurement, strategic purchasing now takes on project work, such as improving the supplier structure or optimizing packaging solutions.

In addition, Kuchenmeister is placing a new focus on the recruitment of new employees in 2023. Justin Trockels, part of the 4th generation of the owner family, is responsible for the newly created area of "Human Resources and Organizational Development".

Forward-looking licensing partnerships

In the fall of 2022, Kuchenmeister and Mövenpick Fine Food announced their new licensing partnership in the cake segment. In addition to the classics - marble and lemon cakes - new premium products are now already in the starting blocks. Since spring, a moist "Mövenpick Brownie" and a classic "Mövenpick Cheesecake" have also been available.

Mövenpick Fine Food and Kuchenmeister have once again combined Mövenpick's credo of "best taste" with special quality in the two cake creations. The result is two classic Platen cakes, in a modern design and baked according to a traditional recipe. Brownie and Cheesecake are perfect for sharing with friends and family because of their size (300g and 350g).

From week 14, "Mövenpick Brownie" and "Mövenpick Cheesecake" will be ready for delivery to all retailers. For more information on the premium cakes, please see the press release "new products".

Koala cookies in focus

In spring 2023 Kuchenmeister started a sweepstake campaign with the sporting goods manufacturer "HUDORA", so the Koala cookies get sporty support for young and old.

The promotional packs, which will be available from March 2023 up to and including May 2023, include great prizes such as outdoor trampolines, BigWheel® scooters, nest swings and gift baskets with lots of delicious Kuchenmeister products.

And that's not all: The sweepstakes campaign will also receive additional advertising support. Anyone with a smart TV who switches to the popular show "The Voice Kids" during prime time will recognize the koala cookies as an ad. And users of the "Markt guru" offer app will also receive a push notification and lots of great information about the Koala cookies and the competition partner HUDORA.



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