



SEIT 1904
GLOCKEN
BÄCKEREI

Ein Unternehmen der REWE GROUP.

Expansion on the Bakery Sector

Glockenbrot puts one of the most modern big bakeries of Germany into production in Bergkirchen, near Munich.

The mere figures are impressive: 400 employees, who will process 36,000 tons of flour per year in the future, in order to supply the more than 1,100 REWE-markets and PENNY-discounters with packed and unpacked bakery products. With the new production in Bergkirchen, which started its operation in January, Glockenbrot doubles its total capacity reached so far and, thus, lays the cornerstone for further expansion.

With a turnover of 160 million euros, the Glocken Bäckerei has

already been one of the most important suppliers of bakery products in Germany even before the opening of the new plant in Bergkirchen, and has been placed among the five largest big bakeries. The company markets self-service bakery products under brand names such as „Vitapan“ or „Glocken Bäckerei Aufbackware“ (products for baking at home). In the meantime, it offers, under „Mühlhof“, more than 30 articles from controlled ecological cultivation. Since October 2007, the

Glocken Bäckerei, moreover, is national supplier of the REWE-Organic-Bakery Products. Most of the Glocken self-service products are sold nationwide in more than 5,700 REWE and PENNY markets. The two production sites in Frankfurt and Bergheim supply the Western and Middle regions of Germany. Bergheim, which lies southwest of Cologne, supplies the areas of Bonn, Cologne up to Düsseldorf and Grevenbroich up in the north. The catchment area of the Frankfurt production reaches



The production site of Glockenbrot in Bergkirchen has a size of almost 30,000 square meters.

from Kassel in the north to Heidelberg in the south.

Moreover, on February 1, 2009, Glockenbrot bought the Rothermel Bakery. This handicraft company, located in Östringen near Mannheim, made a turnover of 16 million euros in 2008 with 72 branches. Presently, Rothermel has 450 employees. Due to the purchase of Rothermel, Glockenbrot further expanded its position in the production sector and won additional bakery shop competence for the REWE-markets. Now, with the production in

Bergkirchen, the gap in the economically strong south of Bavaria closes for Glockenbrot.

The REWE Age

The size of Glockenbrot today, originates out of a small handicraft company, which was founded in 1904 in Offenbach. The name Glockenbrot and the bell as its logo wasn't created until about the mid 30ies, in order to expand its market beyond the region



36,000 tons of flour shall be handled annually by the Reimelt-weighing.



Left: Even in the kneading technique sector, the production is optimally equipped. Depending on the dough, spiral and wendel kneading machines by Diosna are installed. Middle: Bread and tin bread line by Kaak. Right: Almost all well-known suppliers delivered equipment to Bergkirchen. Here a bread roll line by König.

of Frankfurt. The Second World War also harmed Glockenbrot, and the bakery almost went to ruins. At the beginning of the 50ies, Glockenbrot focused on variety, as a contrast to the uniform bread of the war period, and quickly won additional market shares. At the beginning of the 50ies, sliced bread in preserving

wax paper was brought to the market. Then in 1954, the first tin bread followed. To meet the rising demand, the production capacity was increased during the following decades. The first wire mesh belt ovens were put into operation. In the 70ies and 80ies, fully automatic bakery lines were added.

In 1986, the present REWE Group took over Glockenbrot (see info box). Thus, completely new expansion perspectives emerged for the company having at that time a turnover of, converted, 23 million euros. For REWE a strategic purchase, which allowed the company more influence on the bakery product range and the



A line by Mecatherm has been installed for speciality breads.



Left: The speciality bread line by RONDO was already presented on the iba in Düsseldorf. Right: The logistics were mainly supplied by Kaak. Also a thermo-oil deck oven by Daub and a tunnel oven by MCS.

quality on the shelves. Particular in Germany, bread and bakery products are a strong profiling product range. The cornerstone for the present headquarters in Frankfurt-Fechenheim was laid in 1990. In 2004, the Rewe Group took over the medium-sized branch

company Hindermann, in Bergheim near Cologne. Since 1988 Glockenbrot runs more than 250 own bakery branches by now, particularly in the foyers of the REWE-markets. These branches are equipped with their own baking ovens and complete the supermarket

REWE - the Trade Giant

Glockenbrot is part of the self-owned production sites of the REWE Group, located in Cologne. The REWE Group is an international company and is among the leading trade and touristic groups in Europe. Within the European food trade, the REWE Group is number three. In 2008, the group reached a total turnover of approximately 50 billion euros, it employs close to 320,000 employees and runs nearly 15,000 markets in Germany and 15 other countries in Europe. In Germany, the independent retailing trade and the companies of the group, employ more than 211,000 employees. Together, they make a total turnover of more than 33.95 billion euros. The core business, food trade, contributes with more than 30 billion euros the lion's share. Tourism with approximately 4.6 billion euros and the specialist stores follow with almost 3 billion euros. The core of the REWE Group form the corporate structures with their basic values: entrepreneurship, autonomy, customer service and competence. The latest milestone in the development of the company is the introduction of a nationwide uniform sales brand „REWE“ and the associated re-flagging of all supermarkets. The more than 3,000 REWE-markets in Germany - divided into six sales regions - are led by independent merchants and within a branch system.

(Source: Rewe-Group)



Left: In a separate, air-conditioned room, pastry products are produced on a Fritsch line. Right: The Mecatherm tunnel oven with the new paternoster-system in the background.

product range. They particularly distinguish themselves through product variety, freshness, atmosphere and advice. Moreover, there are 150 bakery shops which are integrated in the service counters for meat, sausage or cheese. PENNY-discounters with so-called bake-off-stations are also supplied. In 2003, with the opening of DIBACK-branches, the step into the discount sector was taken. With this, Glockenbrot alone covers all important distribution channels for bakery products from the shelf to the premium sector.

Bergkirchen

The strategy of REWE and Glockenbrot is clear: the companies want to continue to grow in Germany and to increase via Glockenbrot the influence on their own bakery product range, as well as,

on the raw materials, prices and food safety.

In order to expand regionally, the production in Bergkirchen was put into operation, which now also sharpens the bakery product profile in the southern Bavarian markets. In addition to that, REWE systematically continues its strategy of the verticalization of the supply chain. With the official cut of the spade on October 28, 2008, the construction work of ten months for the new site of the Glocken Bäckerei started. The company invested more than 80 million euros into the bakery plant of approximately 27,000 m². The new site creates approximately, 400 new jobs, and a further 500 jobs will be added in sales, according to the company.

The production is a classic industrial production site, which excels by traditional production methods such as its own sourdough process-

ing. In the realization, according to Glockenbrot new standards were set concerning the topics of climate and environmental protection. Due to an onward-looking energy concept, through use of district heating and heat recovery, energy consumption will clearly be reduced in an environmentally friendly manner.

With the energy from the heat and power station, sited one kilometer away, water is heated and led into the bakery. It arrives there at a temperature of 135 degrees Celsius and is used for the proofers, for the heating of the building and for refrigeration. Moreover, a part of the roof has been prepared for the installation of photovoltaic modules. Up to 40 percent of the required energy will, thus, be supplied through alternative resources.

Andreas Ranft



The packaging area is fully automated. There are, among others, slicing and packaging lines by GHD Hartmann.

Facts	
Glockenbrot Bergkirchen	
Investment volume:	80 million euros
Area:	40,000 m ²
Gross floor area:	28,200 m ²
Cubic capacity:	219,600 m ³
Length of building:	appr. 234.00 m
Width of building:	83.90 m
Heights of building:	10.50-12.30 m
Heights of production room:	5.00.-8.00 m
Employees:	approx. 400
Capacity daily:	
	400,000 bread rolls
	120,000 breads
	100,000 Ciabattas
	80,000 baguettes
	100,000 tin breads