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Interview

Data determine the
environment for producers

IBIE

A world
of benefits

Research

Australian wheat in
South East Asia

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Be extraordinary

Being extraordinary and standing out from competitors is certainly not a new strategy when the aim is to attract attention. It's also true in the baking sector, and applies to both artisan and industrial baking. However, I sense that a new, young generation is now implementing this strategy even more consistently. When one looks at newly opened businesses, whether they are in Berlin, Vienna, Hungary or Stockholm, or even in North America and Asia, new artisan bakery locations are conspicuous by their unusual design. Beumer & Lutum's organic bakery in Berlin, for example, has opened their sixth branch in the Metropolenhaus am Jüdischen Museum: a bakery and bistro with an oriental flair. Georg Öfferl and Lukas Uhl have opened the first branch of their Weinviertel steam bakery in Vienna's city center. Their location is really extraordinary, as the photos show:



++ Bastian Borchfeld,
Editor-in-Chief

Your comments or suggestions
are always appreciated:
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Opportunities to be extraordinary do exist, and clever entrepreneurs use them very skillfully. The important factor, however, is that consumers are also convinced by the quality of the baked products, and return to buy more. We should also not forget that the price of the baked goods is also an important purchasing factor for some consumers, because supplying the population's basic needs is one of the baking sector's duties.

Regards,

Bastian Borchfeld
Bastian Borchfeld



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Experts on call

RAU INTERIM GmbH arranges interim managers for the food industry. This allows experts to assist with specific problems in businesses, and to find solutions.



++ Thomas Schulz, CEO of RAU | INTERIM GmbH

+ Thomas Schulz, CEO of RAU | INTERIM GmbH, Warburg and Cologne, Germany, finds, places and supports interim managers, specifically for the food industry. Having himself worked for many years as a Human Resources manager in the Bavarian milk industry and as an interim manager, the CEO started his own business in 2015. Since then, he has offered support, for example when a baking sector company is looking for an expert on a temporary basis. Thomas Schulz says: "If a production manager is unavailable, an audit needs to be prepared or the company's own production processes require optimization, we at RAU | INTERIM can help with tailor-made solutions."

Schulz can rely for this on a large network of experts with relevant industrial experience. According to Schulz, he is in personal contact with around 570 interim managers and specialist experts. The network he can rely on is even bigger, but he has conducted personal interviews with these 570 managers, so he knows the people behind the resumes.

When a company contacts Thomas Schulz with an enquiry, the CEO suggests to the client various interim managers who in his opinion best match the problem situation. He writes specific professional and personal profiles of the individual experts. The ball is then in the potential client's court. If a client's expectations are satisfied, on average the on-call expert will be at work on the project in the client's premises in around ten days. As Thomas Schulz explains: "We already had one case in which our expert was already at the client's premises after three days, although that was also our record." According to Schulz: "The average length of an interim manager's assignment is six to eight months. Sometimes a client only wants an external production manager to make an assessment of the production process, in which case our expert will be on site for around ten days."

The CEO promises companies measurable success after a project has ended. Examples might include shelf life improvement, cost reduction, shorter setup times or better plant capacity utilization. The provision of services by the industry experts and "problem solvers" described above will cost a company around EUR 1,300 per day and per interim manager, plus travel and accommodation expenses. Baking sector companies can call on the services of experts worldwide if necessary, although the main focus is in the German-speaking region and Europe.

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