

<b>++ Editorial</b>	03
<hr/>	
<b>++ Bakery Market Austria</b>	08
<hr/>	
<b>Overview: A glimmer of hope on the horizon</b>	10
<b>Industrial statistics</b>	13
<b>The food retail in Austria</b>	19
<b>Georg Öfferl, Gaubitsch: Working his region's land</b>	20
<b>Austria's big bakeries</b>	24
<b>Martin Auer, Graz: Product – Service – Brands</b>	26
<b>Brandl, Linz: Quality can simply be done</b>	29
<b>Sorger, Graz: Open, multi-tracked, successful</b>	32
<b>++ Variety Under One Roof</b>	34
<hr/>	
<b>Europes different bakery markets</b>	34
<b>++ Bakery Market Denmark</b>	44
<hr/>	
<b>Overview: Organic is booming, with state aid</b>	46
<b>The biggest manufacturers of baked products</b>	54
Bæchs Conditori A/S	54
Easyfood A/S Danish Bakery	54
Emmerys – Denmark's organic bakery	54
Lagkagehuset A/S	57
Kohberg Bakery Group	58
Lantmännen Unibake / Schulstad and Hatting	59
Mette Munk A/S	61
Meyers Bageri	61
Pågen AB	63
<b>The food retail in Denmark</b>	65

<b>++ Trends in the European Bakery Market</b>	68
<b>An overview by Anne Fremaux,</b> Director Bakery, Gira Consultancy & Research	68
<b>++ Bakery Market Germany</b>	72
<b>Overview:</b> Germany, land of the bakery chain stores	74
<b>The baked products industry</b>	81
<b>What Germans are buying</b>	82
<b>The food retail in Germany</b>	85
<b>Bahde:</b> About finches that don't sing but are very popular	90
<b>Harry-Brot:</b> Germany's market leader	94
<b>Hackner:</b> Excellence is in the details	97
<b>++ "Baking is no market for second class products"</b>	100
<b>Interview with Jean-Manuel Leveque,</b> President of AIBI (Association of Plant Bakers – AIBI aisbl)	100
<b>++ Bakery Market Lithuania</b>	106
<b>Overview:</b> Lithuania – the rye tradition	108
<b>Vilniaus Duona:</b> The market leader is expanding	110
<b>The food retail in Lithuania</b>	116
<b>Bagel:</b> A pioneering spirit on old foundations	119
<b>101 Kepyklele (= 101 Bakeries)</b>	120
<b>The special breads of Jurate</b>	122
<b>Mantinga:</b> New products for a better life	124
<b>++ Out-of-Home Market: "Consumer climate is the decisive factor"</b>	128
<b>Interview with Jochen Pinsker,</b> Senior-Vice President foodservice Europe npd group Deutschland GmbH	128

<b>++ Bakery Market Portugal</b>	136
<b>Overview:</b> Between tradition and modernity	138
<b>Eric Kayser:</b> French flair at upmarket prices	143
<b>Choupana:</b> From Mafra to Lisbon	146
<b>Café Versailles</b>	149
<b>Pastéis de Belém</b>	150
<b>UPAL:</b> For a new future	151
<b>The food retail in Portugal</b>	154
<b>++ The 300 Plus Club</b>	156
<b>A list according to sales volume, but with any number of reservations</b>	156
<b>++ Bakery Market The Netherlands</b>	162
<b>Overview:</b> Cards on the table	164
<b>The food retail in the Netherlands</b>	170
<b>Borghesius/Bakkersland:</b> A new market leader	172
<b>Vlaamsch Broodhuys:</b> Baking like a masterchef <i>(author: Karin Engelbrecht)</i>	176
<b>Brood van eigen deeg:</b> Every bread has a story to tell	181
<b>BBROOD:</b> Dreaming big <i>(author: Karin Engelbrecht)</i>	184
<b>++ Company reports</b>	188
<b>Artezen Srl:</b> Focus on accuracy and productivity	190
<b>backaldrin The Kornspitz Company:</b> The guardian of bread	192
<b>Ernst Böcker GmbH &amp; Co KG:</b> Sourdough in part-baked and unproofed frozen dough methods	196
<b>Bühler AG:</b> Adding value to European bakers	200
<b>Bundy Baking Solutions:</b> Honoring tradition, committed to progress	204

<b>Burford Corp.:</b> From Oklahoma round the world	208
<b>Cetravac AG:</b> Saving crispness and time	212
<b>Diane Industries:</b> New thoughts about familiar roads	216
<b>Fritsch GmbH:</b> Innovative plants “Made in Germany”	220
<b>Haas Food Equipment GmbH:</b> The snack big bang	224
<b>Heinen Freezing GmbH &amp; Co KG:</b> Sound work is the best patent	228
<b>Heuft Thermo-Oel GmbH &amp; Co KG:</b> Tradition and experience	230
<b>Kaak Group:</b> Systematic automation	234
<b>Koenig-Maschinen Gesellschaft m.b.H.:</b> The partner for bakeries across the entire production process	238
<b>Kwik Lok Corporation:</b> Small cards, big benefit	240
<b>Miwe Michael Wenz GmbH:</b> Perfectly integrated system solutions	244
<b>Rademaker B.V.:</b> Hygienic design in industrial bakery equipment	248
<b>Rondo Industrial Solutions:</b> High-end croissant production	252
<b>Tecnopool S.p.A.:</b> Born to serve the food industry	256
<b>toolbox Software GmbH:</b> Modern warehouse logistic offers numerous degrees of freedom	258
<b>Tromp Group B.V.:</b> Innovative turnkey projects for the bakery industry	262
<b>WP Bakery Group:</b> That’s how Mediterranean baking can be	266
<b>Zeppelin Systems GmbH:</b> Precise target fulfillment	270