


BAKERMAN® 2022 // 2023

... and always a   
pinch of love

**Bakers at  
heart.**

---



3 Roll on  
0,4 Doubly 1298

$$\begin{array}{r} 18 - \\ 5'20 \\ \hline 23\ 20\ 1'72\ 2'32 \\ 21'6 \\ \hline 160 \\ 142 \\ \hline 18 \end{array}$$

46 gr

Attacke!





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# everyday is yesterday

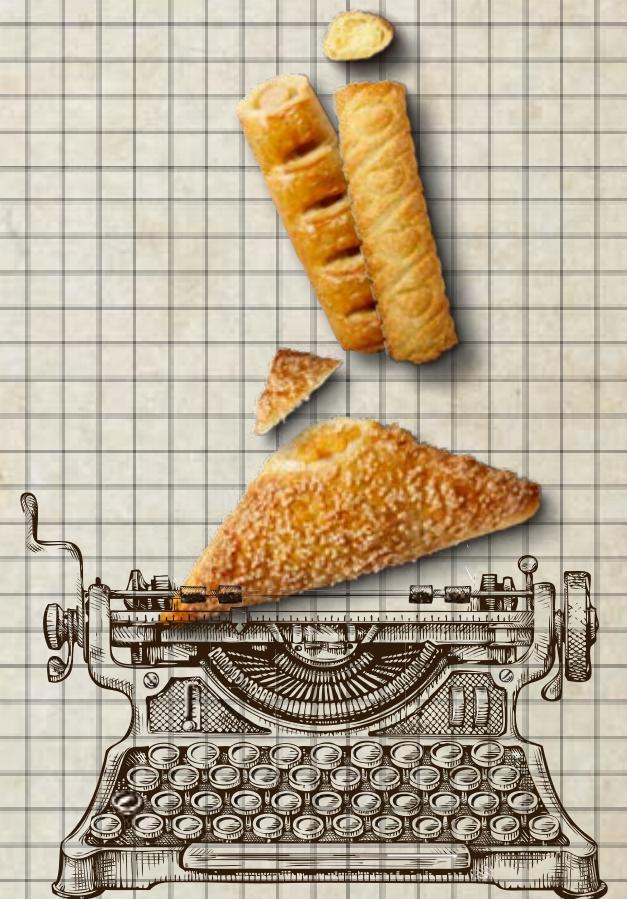


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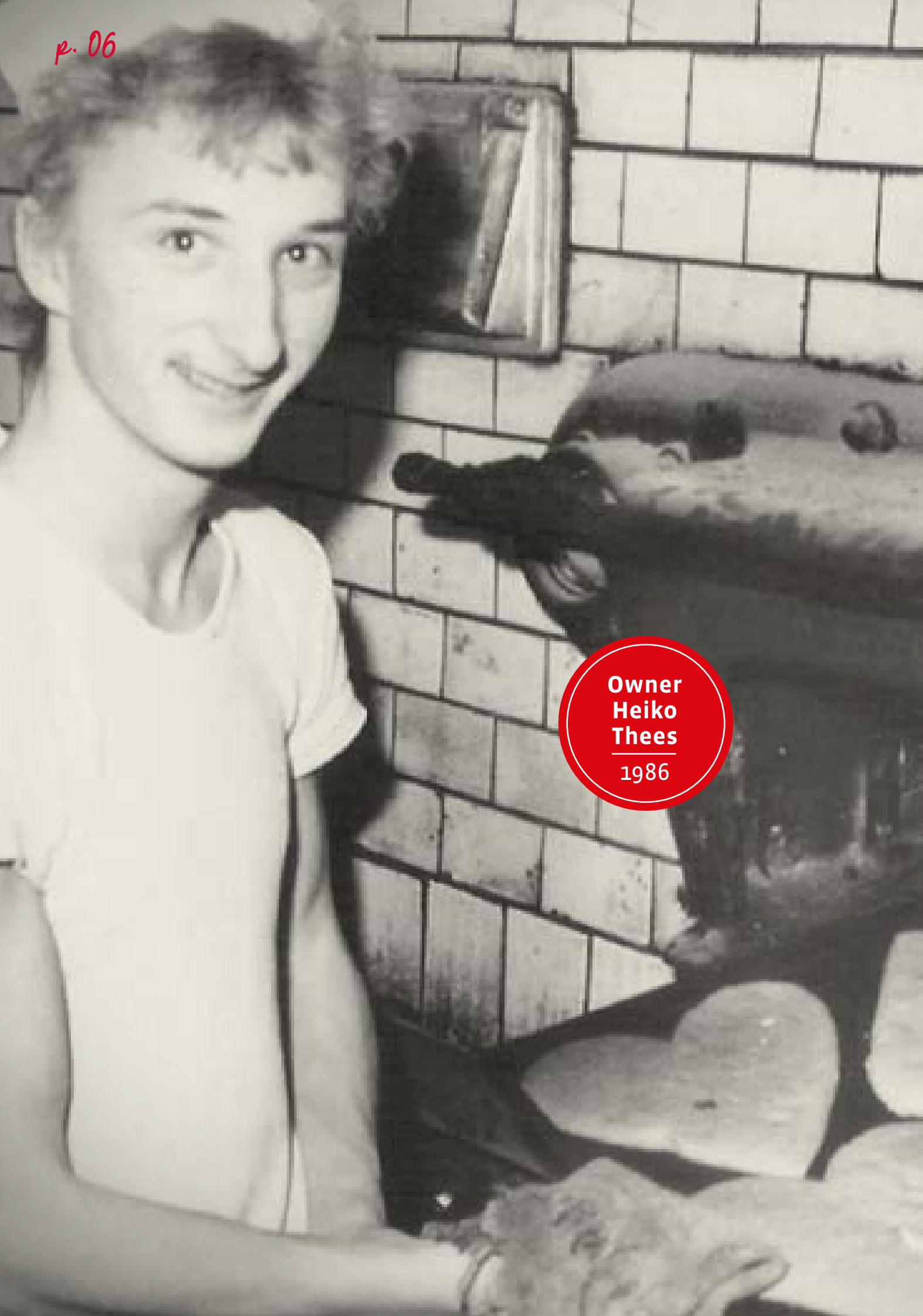


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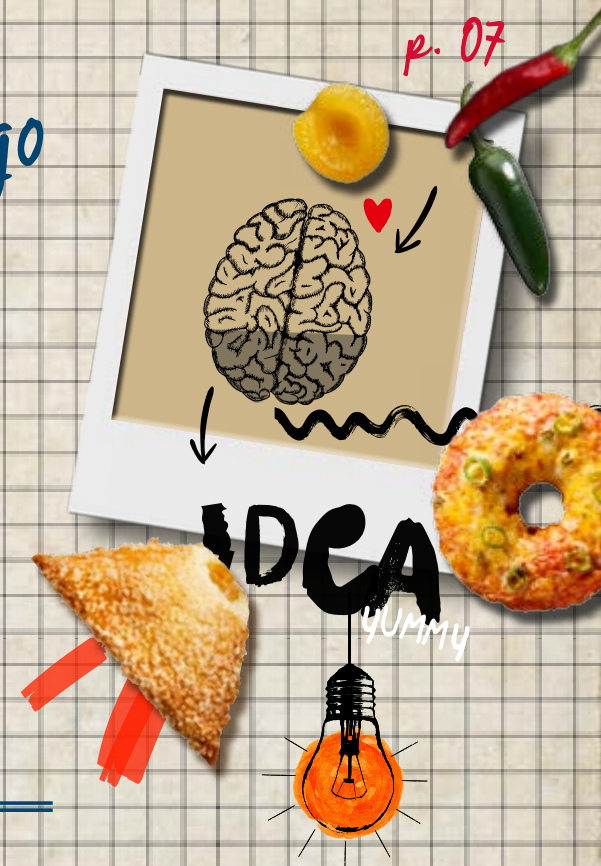




Owner  
Heiko  
Thees  
1986

## Editorial: Here we go

All people long for the simple things in life at some time or other: for tradition and authenticity. Wouldn't it be wonderful to have little islands of calm in the midst of our hectic work, home and social schedules so that we can focus on what's really important? So where did the idea come from? Well ...



Jürgen Thees 1986

It was Christmas 2020 and my mother gave me my father's old, handwritten recipe book as a gift. It's inspirational. It's traditional.

And it reminds me of my roots.

After so many years I was finally able to hold this 1962 recipe book in my hands. I turned the pages, one by one, proudly reading every single one of my father's handwritten recipes.

Although the book and its pages were somewhat time-worn, it still filled me with delight to be the owner of this unique collection of recipes. That's what gave me the idea for the new catalogue.

Where do we come from? What are our roots, our mainstays? Our origins create our identity, which is why this catalogue is something very special for us.

We're staying true to our roots and proudly showcasing our skills as bakers/master bakers. We use them every day and we are absolutely committed to keeping them alive.

I want to share this love of bakery products that I have carried around with me for years with the teams in Gronau, Bexbach and Beugen, and also with all the readers.

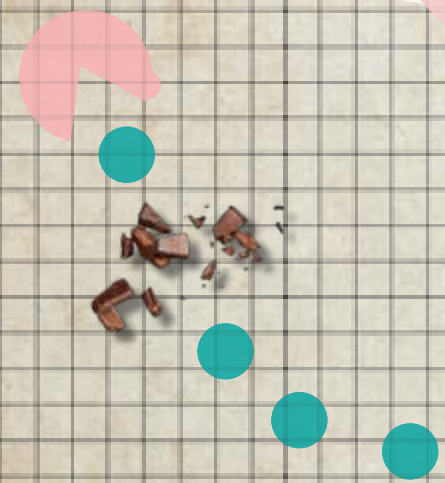
I learned to love bakery products more than 35 years ago at my father's bakery on the island of Rügen. And I have carried it in my heart ever since.

Heiko Thees

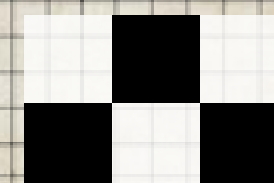
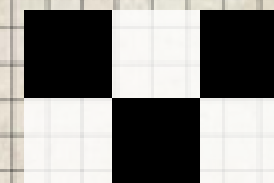
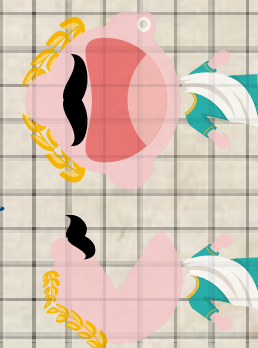


## What drives us? HUNGER!

We are hungry, very hungry! Hungry for innovation, for a headstart, for change. Stay hungry - that's what we live for. That is who we are. This attitude is embodied by our little baker. Every now and then he slips into a different role and reflects what moves and drives us at the moment.



a pinch of Italia:



a pinch of (vegetables and) meat substitute:



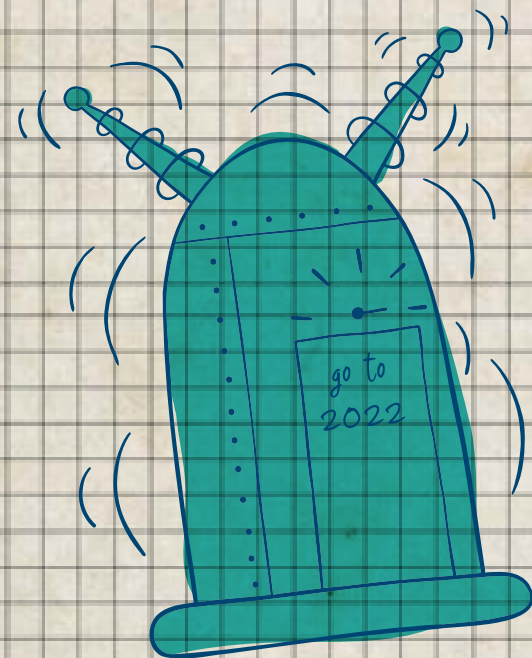




# Team Bakerman a few years ago (or decades)

Use our time machines  
off to the future with Team  
Bakerman!

To do this, flip the catalogue  
to the left, turn 180° and  
open p. 8.



A little hint:  
We have hardly  
changed ;) wink ;) ...  
For better orientation,  
each team member will be  
in the same position in  
the future as they are  
here.



# Our Production



One of the most modern production facilities  
in Central Europe - Our production facility  
in Beugen, Netherlands

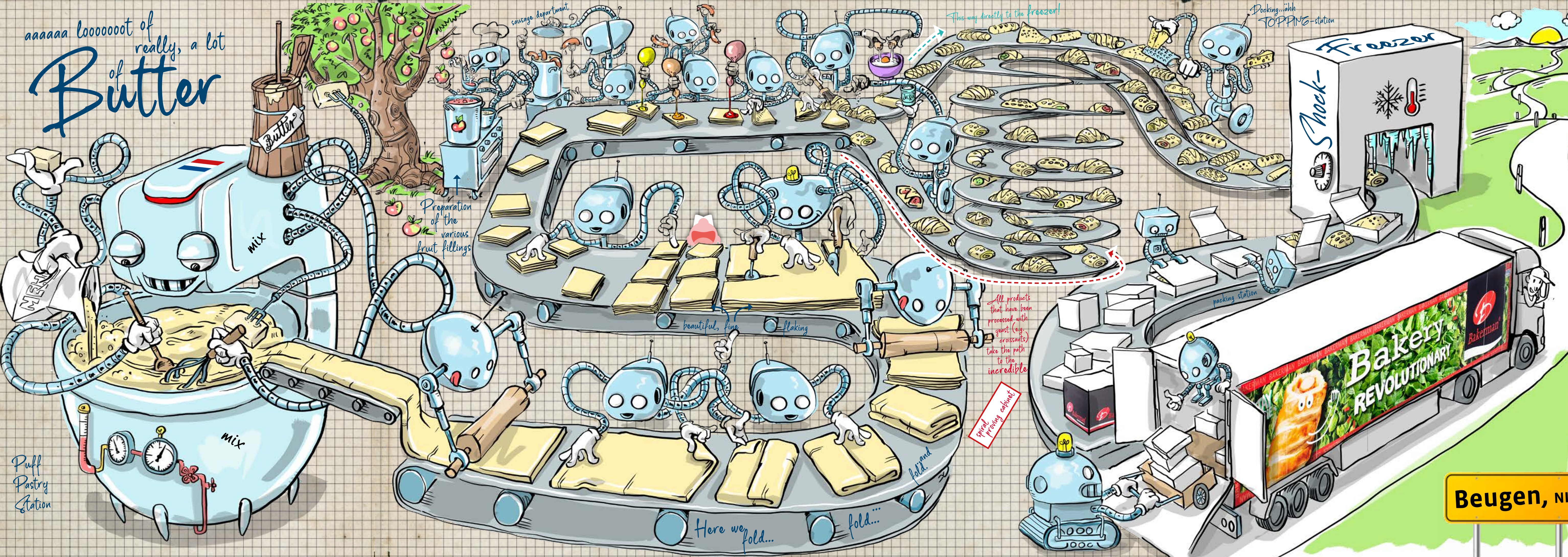
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High  
competence  
in product  
development and  
technology





aaaaaa looooooot of really, a lot of Butter



Beugen, NL



# Water,





# Butter, Flour, Salt.

1975, Heiko Thees  
with his mum Helga on the way  
to school. In the schoolyard,  
Heiko made his first  
bakery business.



Bakery of Heikos father:  
Brot- und Feinbäckerei  
Jürgen Thees  
August-Bebel-Straße 20  
Putbus / Insel Rügen



Presentation of a bread range

1996, Heiko Thees during  
his master craftsmans examination

Show piece  
Theme: Island Rügen



... that's where our roots lie...  
Rügen writes the most beautiful stories about  
life and the very best taste,  
really, really good taste.





Buttercroissant  
Vanilla 100g  
Art. 60144



Buttercroissant  
Nut-Mougat 100g  
Art. 60104

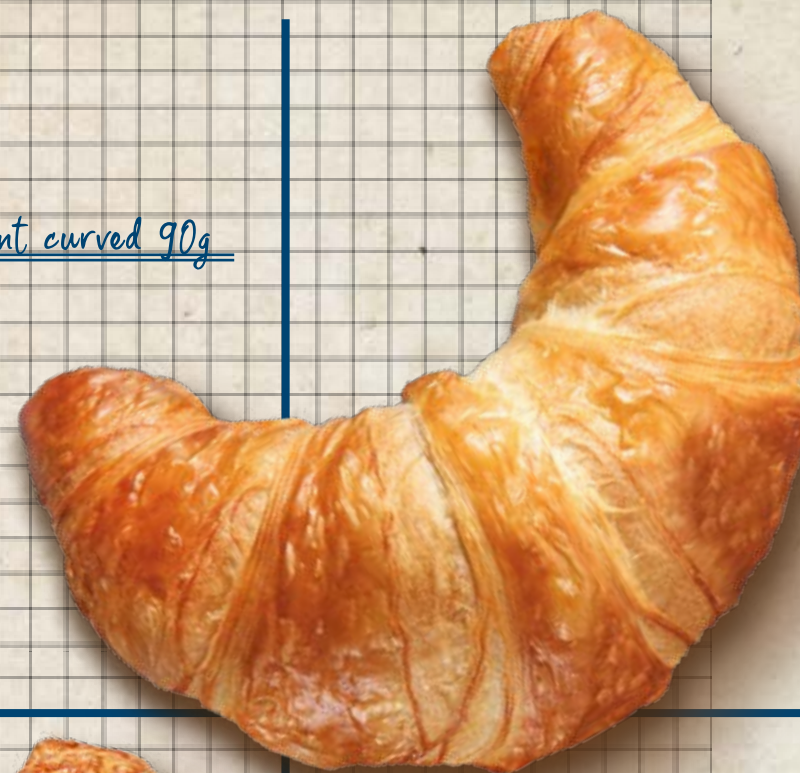


Buttercroissant  
Chocolate Cream 100g  
Art. 60103

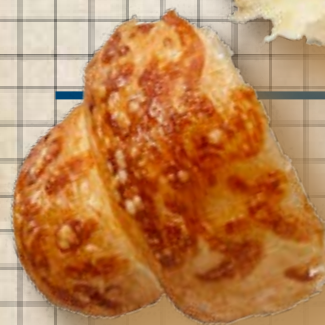


Butter-Chocolate Bun 85g  
Art. 60101

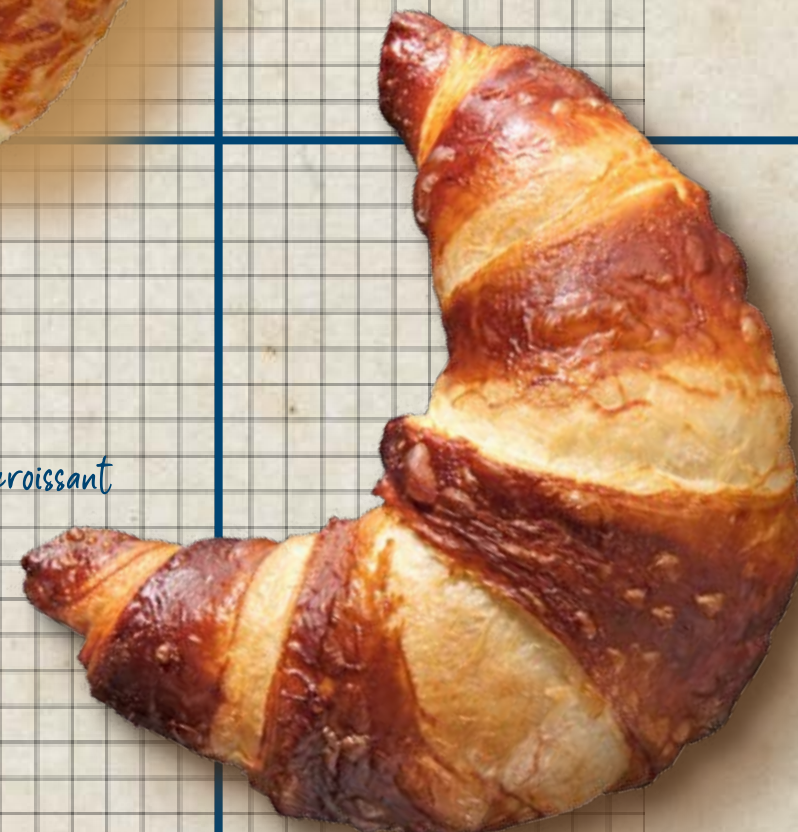
French Buttercroissant curved 90g  
Art. 60053



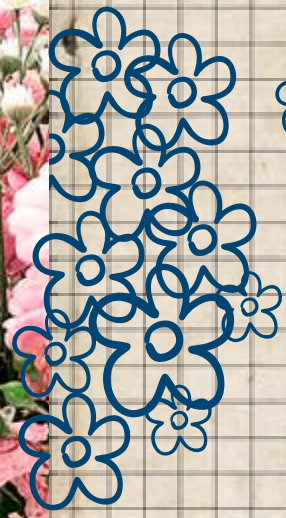
Croissant Ham-Cheese 105g  
Art. 60200



Pretzel Buttercroissant  
curved 80g  
Art. 60052







Pastry Stick  
 Vanilla "Hearts" 100g  
 Art. 30827



Grandma Helgas  
 favourite pastry ...  
 Enjoy it at  
 a coffee break!!!





Pastry Stick  
Raspberry-Vanilla 100g  
Art. 30186



Pastry Stick  
Rice Pudding 100g  
Art. 30789



Pastry Stick Rice  
Pudding-Red Berry  
Compote 100g  
Art. 30825

Pastry Stick  
Nut-Nougat 100g  
Art. 30844



Pastry Stick  
Cherry 100g  
Art. 30811



Pastry Stick  
Semolina pudding-  
Strawberry 100g  
Art. 30800





Just like Mum  
used to make

---

OK, so it didn't quite look the same on the plate when Mum made it ... but the plates themselves were the same.

Love, creativity and a unique seasoning mix are all the ingredients of traditional home baking ... and all that in a no-mess, to-go version :)))





Germany's  
most popular snack

"Premium" Poultry  
roll, cut 155g  
Art. 10173



Poultry roll 165g  
Art. 10120

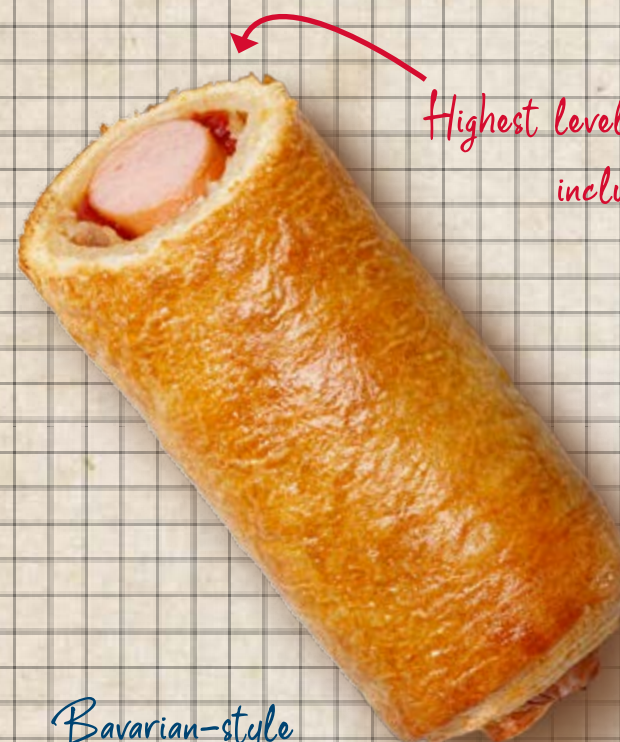


no mechanically  
separated meat!

Bavarian-style Leberkäse  
roll, cut 140g  
Art. 10169



Little Red Dog 120g  
Art. 10170



Bavarian-style  
Leberkäse roll  
with mustard 140g  
Art. 10168



Sausage Dog 120g  
Art. 10174



Highest level of convenience:  
including



Hot Dog de Luxe 120g  
Art. 10104

with tasty mustard cream





# BAKE WHAT YOU WANT...

FOLD OUT AND GET STARTED



## JUST DO IT YOURSELF!

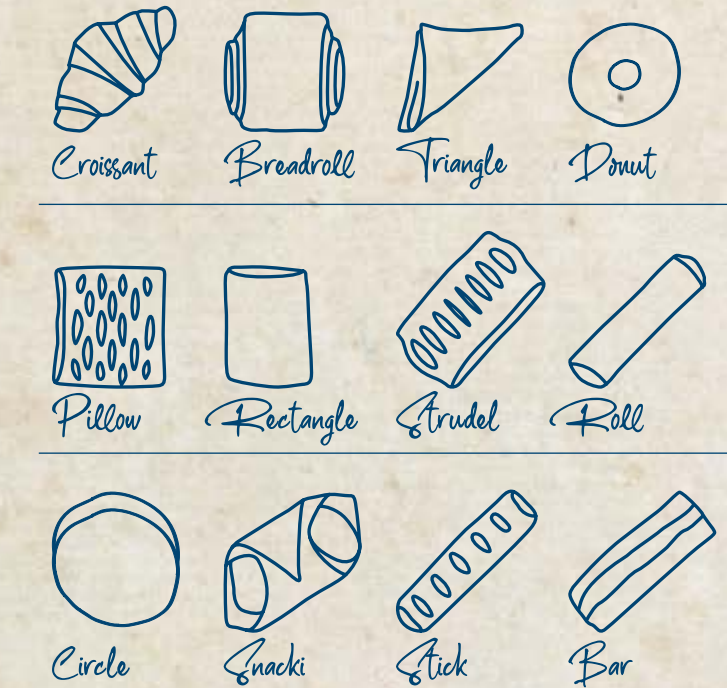
You want something new? Incomparable, innovative and simply delicious? Enough of the same-old same-old? Check out the Bakerman product configurator!

Here you can let your imagination run wild, find inspiration and just think outside the box! **Choose from the categories shape, form, topping and filling and create your product idea!** Guaranteed to be tasty and perhaps soon on its way to being produced by us! Bake what you want, just the way you want it for yourself and your customers!

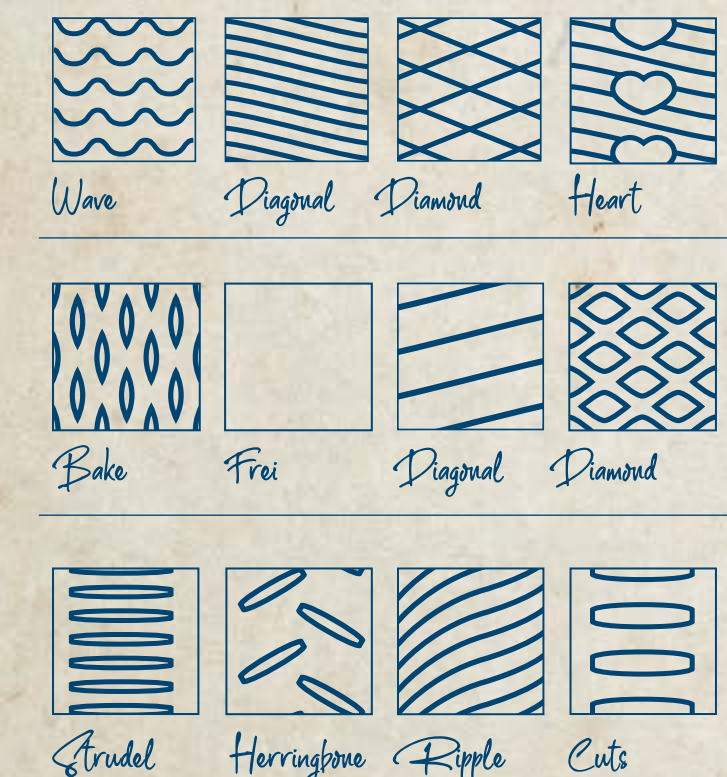
**Turn the page, unfold, and immerse yourself in a world of possibilities... Let's go!**



Our forms



Our cutters





Pretzel Triangle 100g  
Art. 70237



Pretzel Triangle Cheese-  
Pumpkin Seed 100g  
Art. 70251







Swabian  
Pretzel 130g  
Art. 70228

Pretzel 170g  
Art. 70232



Includes a salt  
crystal topping.

Pretzel Stick  
cut 100g  
Art. 70239



Münsterländer Knolle dark 110g  
Art. 20145



Münsterländer Knolle light 110g  
Art. 20144





Good food tastes  
even better with  
good friends.

125 g. Geschmolzene Butter  
1 große Zwiebel  
3 Stücke Käse  
21 Hähnchen  
MACADAMIA NÜSSE REZEPT  
NCHEN FLÜGEL.



Bakerman® Snacki Tomato-Mozzarella 125g  
Art. 10156



Bakerman® Snacki Spinach-Cheese 125g  
Art. 10157



Bakerman® Snacki  
Pepper-Sweet 125g  
Art. 10180



Sesame Ring 140g  
Art. 20602





Borek Stick Minced Meat 130g  
Art. 10331



Borek Stick Spinach-Feta 100g  
Art. 10342



Borek Stick Feta-Cheese 100g  
Art. 10327



Borek Feta-Cheese Tart 220g  
Art. 10328



Borek Spinach-Cheese  
Tart 220g  
Art. 10329



WE DON'T ALWAYS  
HAVE TO DO  
SOMETHING.

SOMETIMES WE CAN  
JUST exist.





**REAL**   
**ITALIAN**  
**PIZZA** FROM THE  
**WOODFIRED**  
**OVEN** 

  
**YCAH.**  
We have been **AWARDED**  
by „Backtechnik Europe“.  
**PRODUCTION**  
**OF THE YEAR**  
**2021**



*Pssst...*  
Our delicious  
pizzas are also  
available in organic quality.







Wood-Fired Pizza  
Margherita 28cm,  
350g  
Art. 14020



Wood-Fired Pizza  
Tomato pulp 28cm  
Art. 14021

Wood-Fired Pizza  
Diavolo 28cm,  
440g  
Art. 14022



Wood-Fired Pizza  
Thuna 28cm,  
430g  
Art. 14023





Wood-Fired Pizza  
Tomato-Mozzarella  
200g  
Art. 14001



Wood-Fired Pizza  
Verdura 28cm, 410g  
Art. 14025



Wood-Fired Tray  
Pizza Tomato pulp  
Art. 14015







Wood-Fired  
Tray Pizza  
Margherita, 1170g  
Art. 14030

Wood-Fired Tray Pizza Ham, 1260g  
Art. 14031



Wood-Fired Tray Pizza Veggie, 1435g  
Art. 14032

Wood-Fired  
Tray Pizza  
Salami, 1250g  
Art. 14033





Wood-Fired Pizza Grilled  
Vegetables "Ragusa" 155g  
Art. 13994



Wood-Fired Calzone  
Kebab 120g  
Art. 80213



Wood-Fired Pizza  
Salami 28cm, 400g  
Art. 14024





Wood-Fired Pizza  
Tarte Flambée  
"Palermo" 110g  
Art. 13880



Wood-Fired Pizza Napoli "Palermo" 120g  
Art. 13881



Wood-Fired Pizza Mini Salami "Enna" 145g  
Art. 13885

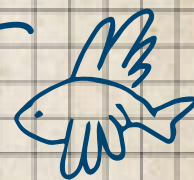
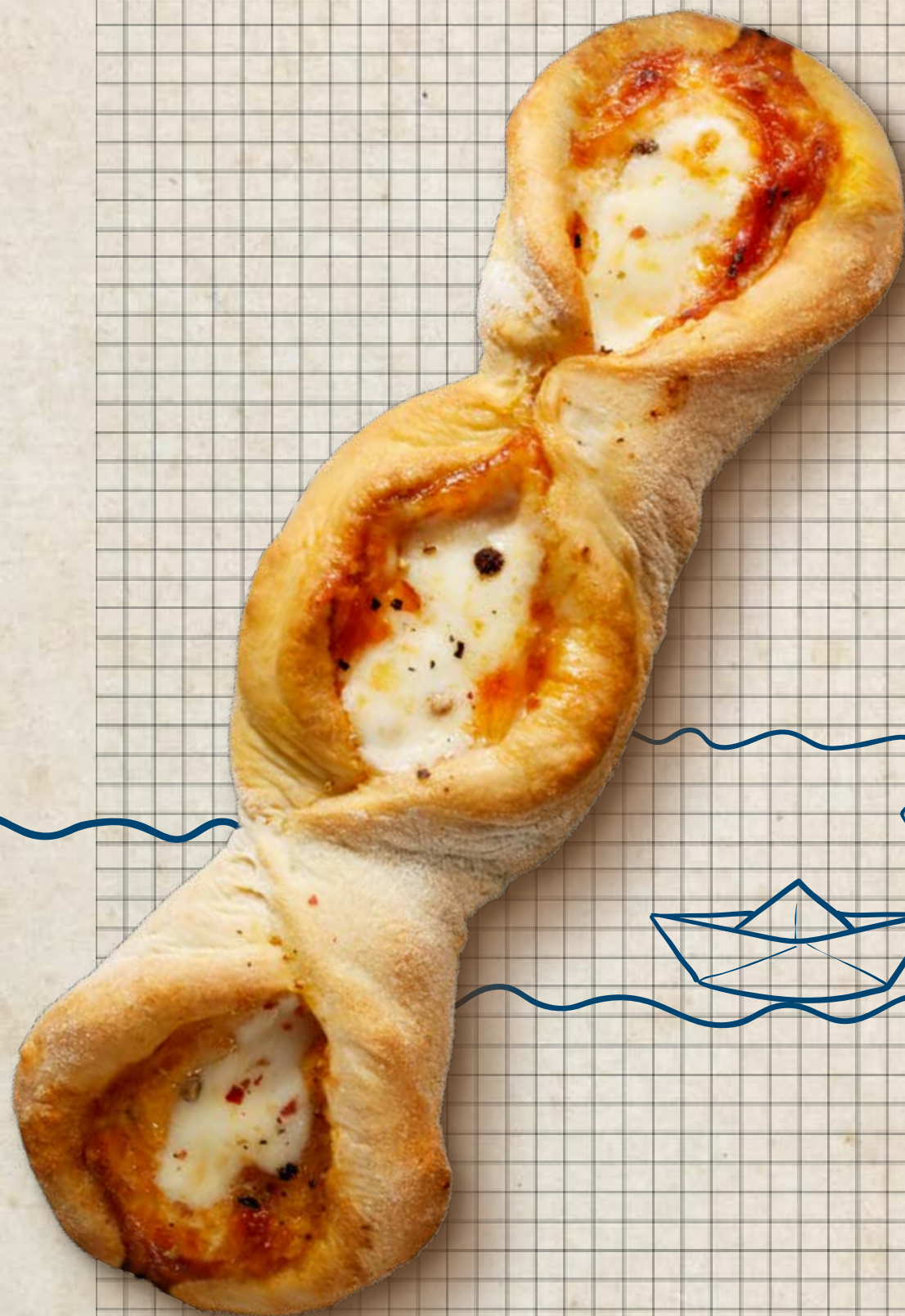


Wood-Fired Pizza Pesto-Tomato-Mozzarella "Enna" 150g  
Art. 70516





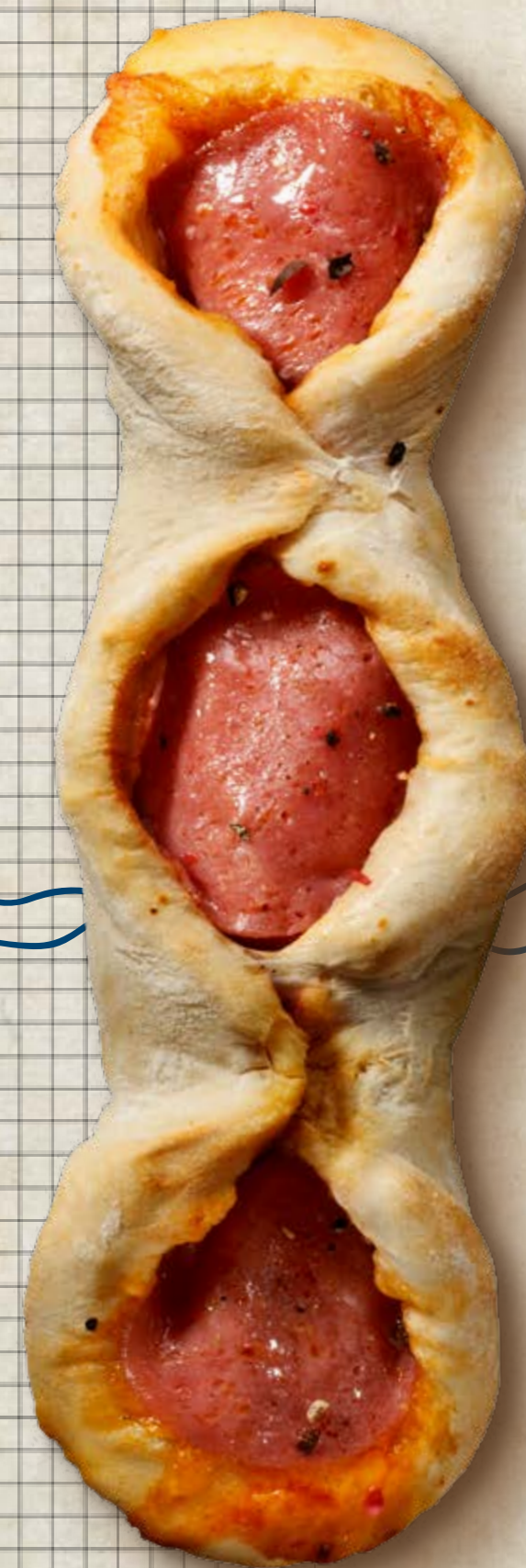
Pizza Boat Margherita 160g  
Art. 70464



Pizza Boat Ham 160g  
Art. 70465



Pizza Boat Salami 160g  
Art. 70466





### Mola und Bakerman - how it all began

I'll never forget the first meeting with Bakerman. At the time - which would have been around 2009/2010 - Mola had just one production facility and a staff of 20. Back then we were concentrating on the Dutch market. But after an analysis of the German market and some market research, we soon came to realise that the German market had a lot of potential.

We knew that **Danish pastry manufacturing was what we did best**, and that we wanted to place the distribution side of the business in somebody else's hands: somebody with a real fire and passion for selling. Heiko Thees fit the bill perfectly at the time, and he still does today. We had engaged an agency to find a distribution partner for our Danish pastry products in the German market and it found us the perfect match in Bakerman, as we discovered at the meeting. Heiko and Martin came to our place for the meeting and to present Bakerman's vision to us. **We spoke the same language, shared the same vision and, more importantly, we had the courage to create something big.** I soon realised at that meeting that this would be an opportunity for us, as bakers, to be as creative as we liked in the product development process - hands-on and with flour in our face. Working together as people and partners was important to us and **we quickly knew that a partnership with Bakerman was our future.**

We started out by developing various articles together and deciding which regions of Germany they were right for. We invested a lot of know-how, time and money. Times were sometimes hard, but **we never lost our confidence in ourselves and our trust in one another.**

The first successful products that we developed with Heiko were **the poultry roll and the vanilla pastry stick.** Our close collaboration paid off. We upgraded the croissant production line. The apple triangle is another top-selling product that we're especially proud of. It's my personal favourite because my father gave us the recipe and it allows me to continue a family tradition that Heiko and I share. Both our families were bakers, and we've never lost our love of bakery products



after feeling our fathers' passion for their craft on a daily basis as children. With every passing day it became more and more obvious that Bakerman and Mola were made for each other. We're friends, family and a big company with two sites. Today we employ more than 100 people at the Beugen site, and we're currently in the process of increasing our production capacity there.

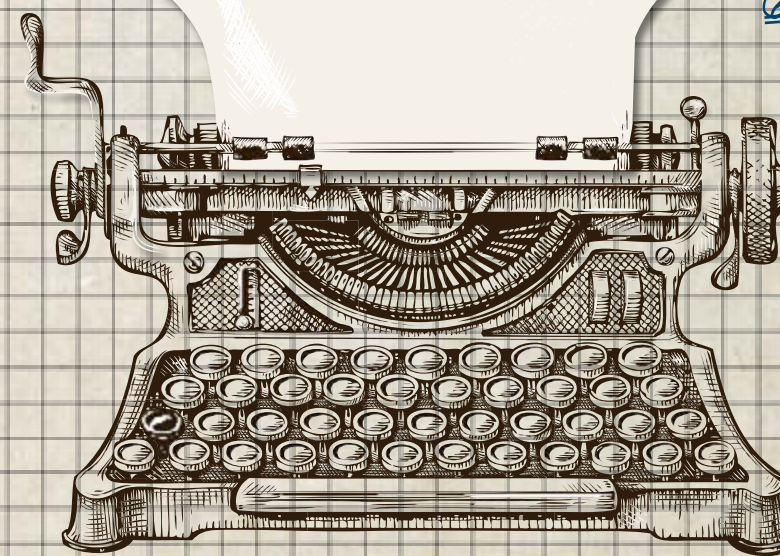
Looking back, I'm incredibly proud of everything that we, Bakerman and Mola, have achieved together. The team at the Gronau site is highly motivated, quick-working and absolutely competent. I love sensing that amazing atmosphere every time I visit Gronau. Heiko's got it exactly right. He's a competent businessman with strong values that he never loses sight of. **Heiko and I both make sure that the teams in Gronau and Beugen are happy, have appropriate development opportunities and can participate in decision processes because we know that they are our most important assets.**

I'm happy and very proud of our company, and I'm really looking forward to what the future holds in store. We're going to continue expanding together, growing closer and fostering each other's strengths. I'm absolutely certain of that.

Geert Meulensteen, Owner Mola



*Geert Meulensteen*





Do you  
remember?



What did you  
record on your  
first cassette?





ENOUGH



SAID.



2022/23

# The Future is made of COURAGE

## VEGANLICIOUS

Take a bite and make the (baked goods) world a little bit better? Bakerman-Veganz Power makes it possible!

## PINSARIA DI BAKERMAN

Ciao amicus! Revolutionise the pizza world? No problem. After 48 hours of beauty sleep the wood-fired pinsa makes for pure passion on the taste buds.

**Bakers at  
heart.**



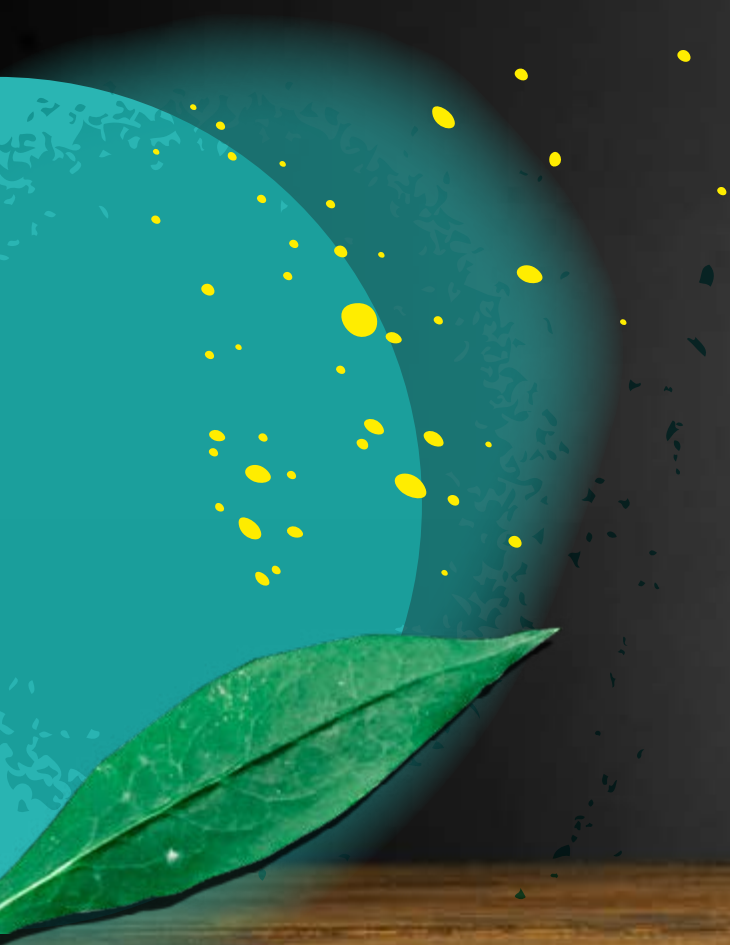






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# „REINVENTING TRADITIONAL RECIPES“

**Bakery products are among our most important staple foods. Over the years they have evolved into lifestyle products.**

So the way forward is obvious: bakery products not only have to taste delicious and fill you up, they also have to impress with unique looks and flavours. Consumer expectations of the food products they buy are getting higher and I think that's unlikely to change in the future. They expect a comprehensive choice of products that inspire them and arouse their curiosity.

Bakery products tap into our emotions: **the first bite is the beginning of a journey through different flavour dimensions that really do touch the heart.** That's what we have to aim at. That's what we have to achieve. Because people expect this unique emotional journey. The market is moving at a faster pace. Today's generation has complex expectations of us. We have to be fast, keep on introducing new products and use sustainable ingredients. As already mentioned, consumers consider the foods they eat on a daily basis and they are demanding more individualism, sustainability and spontaneity. Standing still is a step back. So it's clear that we have to keep moving forward – and that's also what we want.

We embrace new things, let ourselves be inspired and tinker around in the kitchen on new products that reflect the spirit of the times with our development teams.

For example, our vintage classics have vast potential for further development (as I always say).

**“WE FUSE TRADITIONS AND TRENDS TO CREATE A BRAND-NEW PRODUCT THAT DOESN'T CONFUSE PEOPLE.”**

What do I mean? Well, a lot of people buy products because they know them and are familiar with them. Products that need little explanation yet also pack a surprise. It's difficult to hit that sweet spot between “wow” and “ah, I know that”, but it isn't impossible. That's what we're aiming for.

**That's what our new catalogue is all about. It bridges tradition and innovation, and showcases what can be achieved – if you're willing to try. We're staying true to our roots and we can't wait to see what the future will bring.**

*Heiko Thees*





WHAT DID OUR TEAM LOOK LIKE A FEW YEARS (DECADES) AGO?

X

The Team Bakerman®

FRESH DYNAMIC HUNGRY

X

off to the past!

Fold catalogue to the left, turn 180°C and open p. 8.

time machine



**IL PURO GUSTO –  
PIZZA BAKERS AT HEART**

Taking the innovation of pizza to a new level – that's the motto. Genuine Italian pizzas and pizza snacks that touch the heart are produced here.

**COLUCCI**  
TRADIZIONE ITALIANA





PSSST,  
DOUGH REST!

Pinsa  
48h

Pizza  
24h

This is where pizza  
and pinsa dough are  
made, with a real fiery,  
Sicilian temperament.

The calzone is filled with  
delicious ingredients BEFORE  
it goes into the oven.

REAL  
ITALIAN  
PIZZA  
FROM THE  
WOODFIRED  
OVEN

Products  
are baked  
at 450° C  
for 50  
seconds.

THE BIGGEST  
AND MOST IMPORTANT  
HIGHLIGHT  
IN THE PRODUCTION  
IS THE WOOD-BURNING  
OVEN.

The half-baked products are  
lovingly topped by hand.

Pressing the pizzas  
makes the  
crust fluffy.

prress, prress!

The wood-  
burning  
oven is  
fired  
with real  
beech  
wood from  
Italy!

What form would you like?

Placed in  
pizza boxes,  
the products  
are ready for  
delivery.

OUR  
"SHOCKED" FREEZER



PIZZA,  
THAT  
TOUCHES THE  
HEART

Bexbach



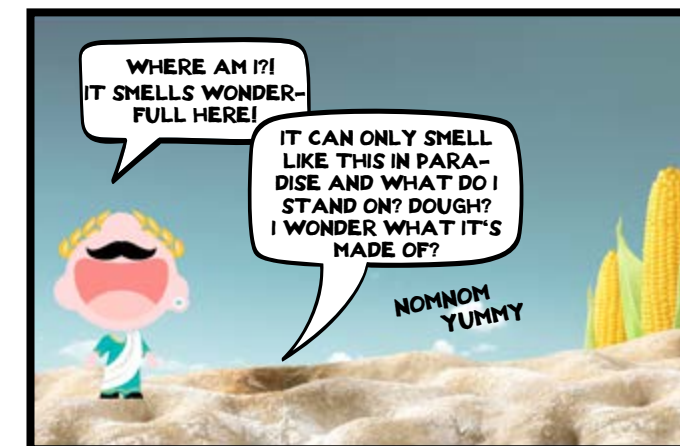
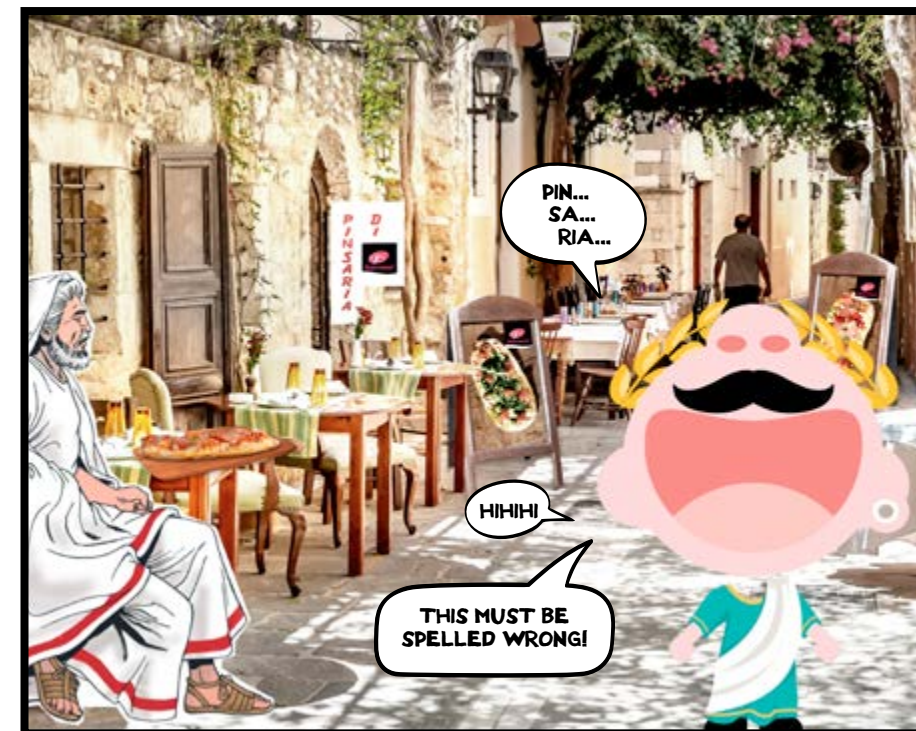
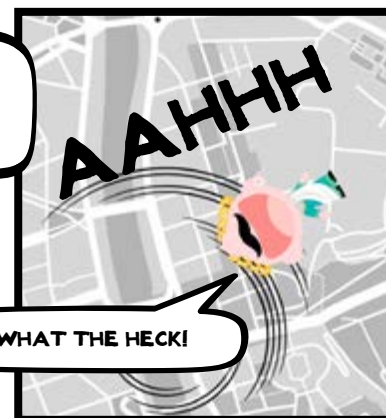
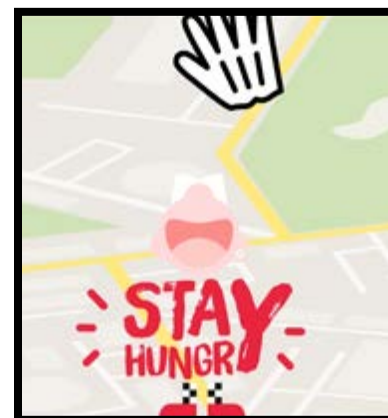
DO YOU KNOW HOW  
**AMORE**  
TASTES



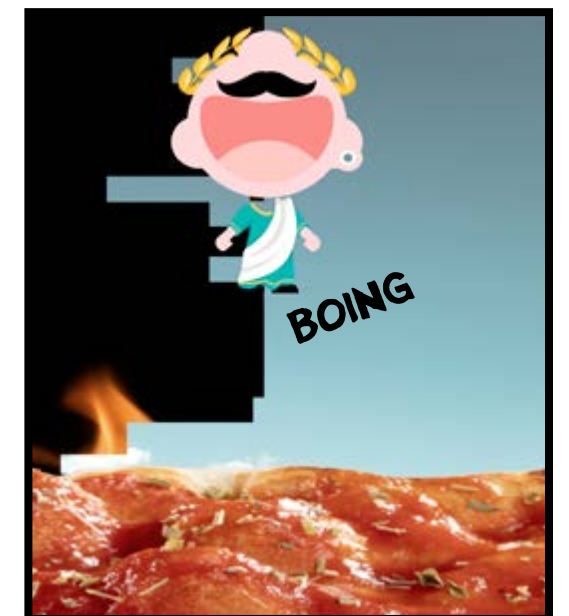
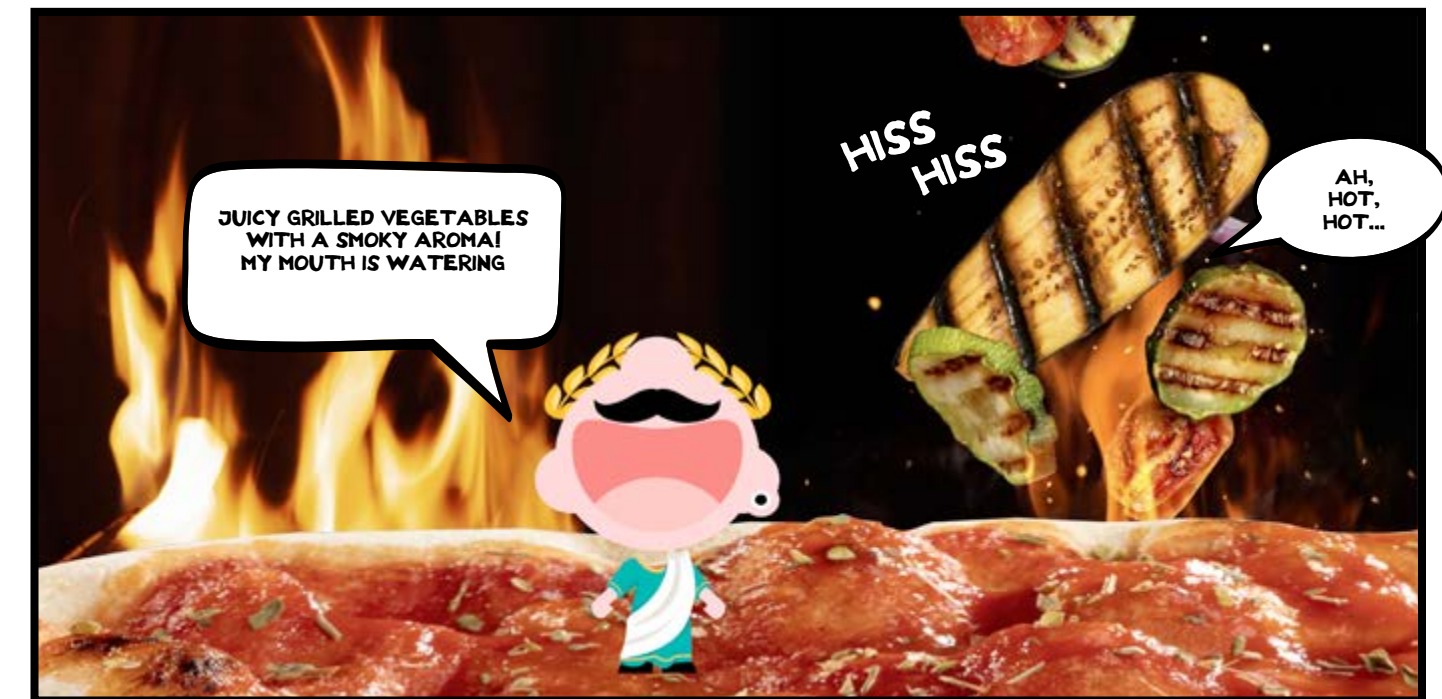
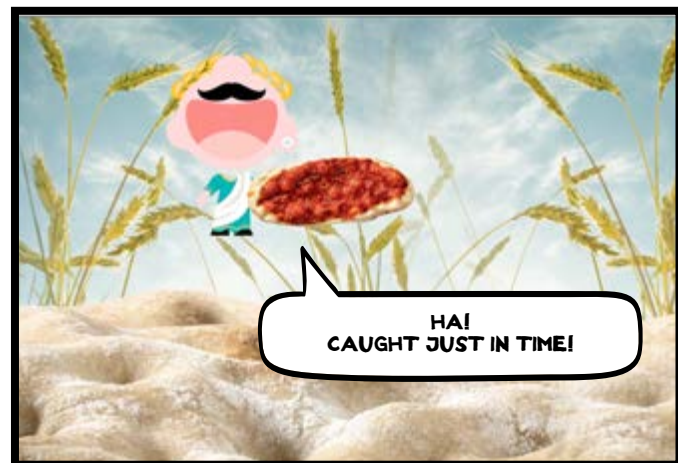
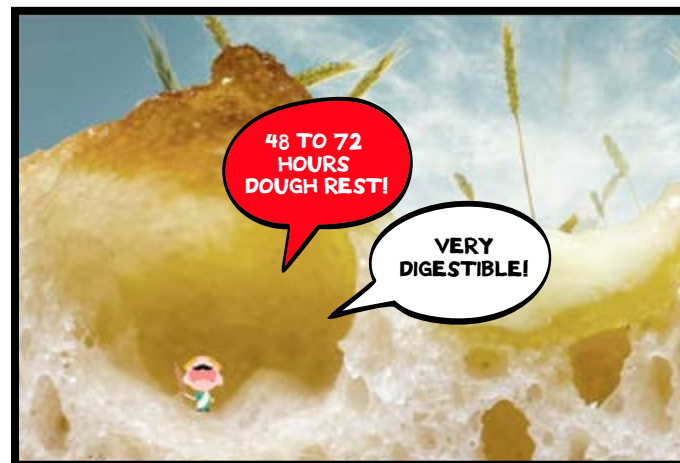
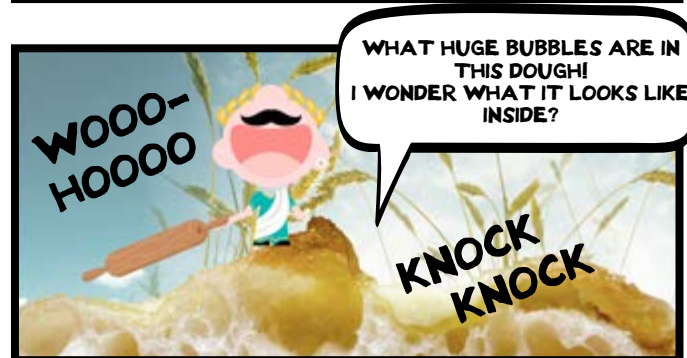




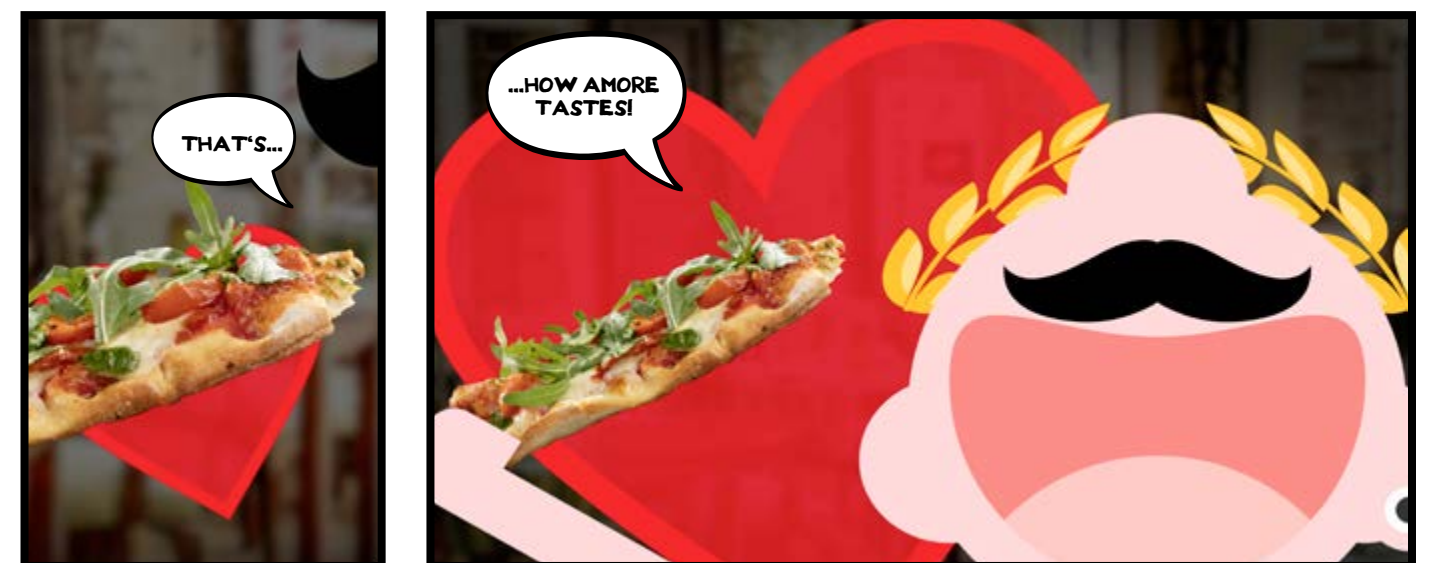
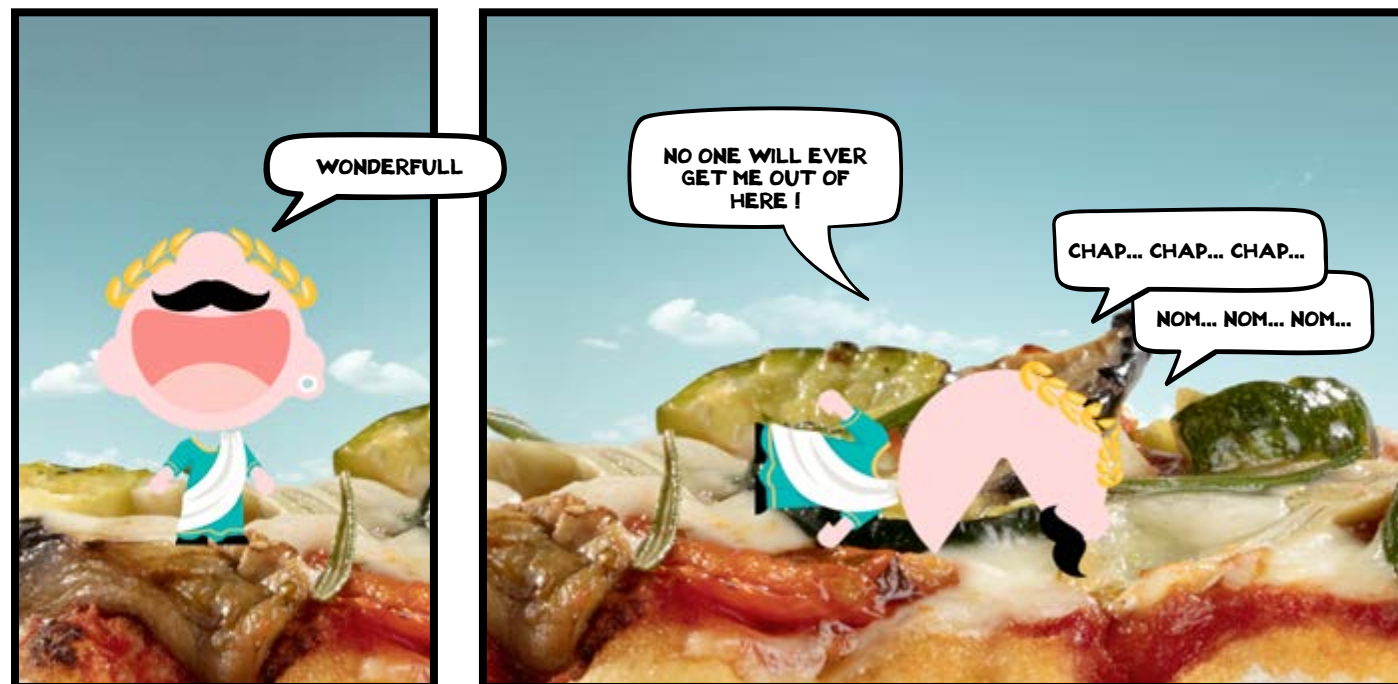
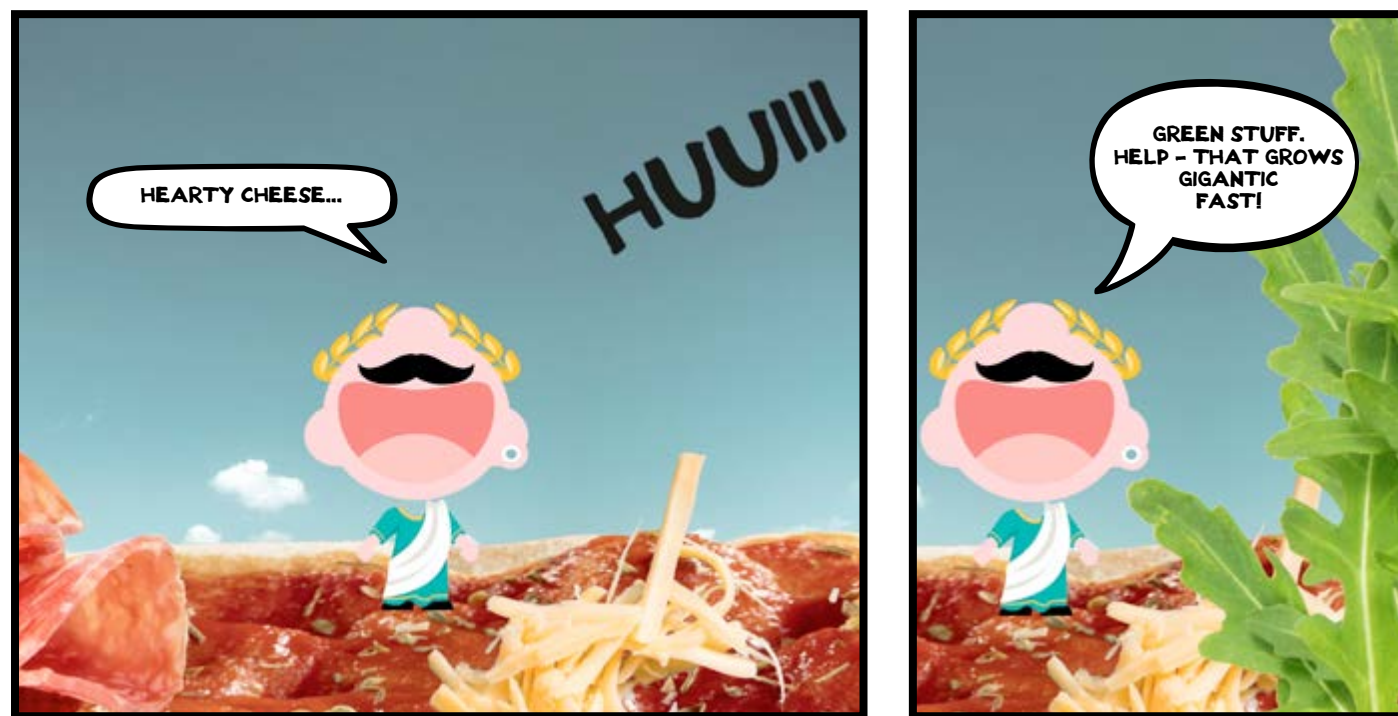
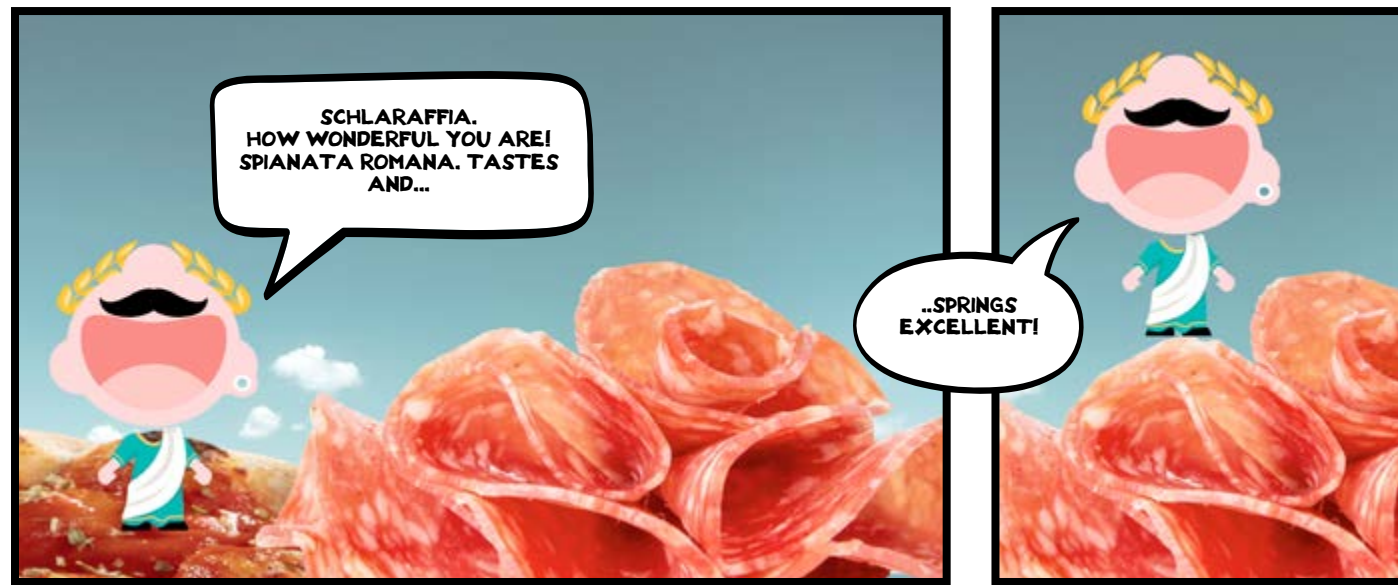
Bakerman, 48599 Gronau, Germany



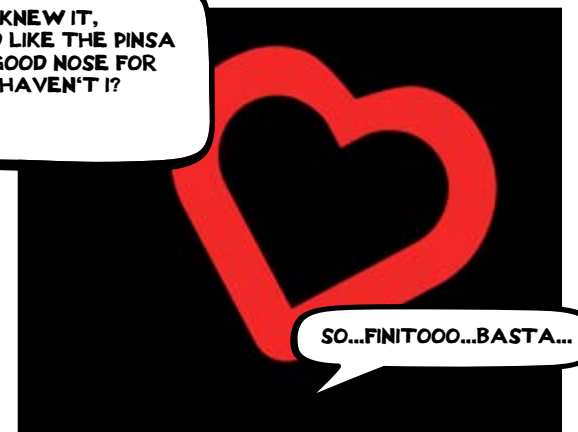
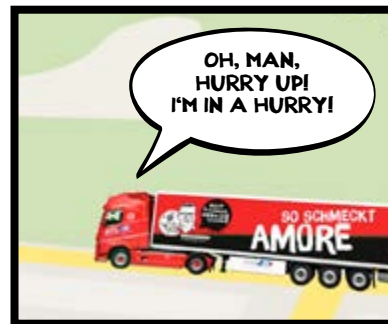
















# WOOD-FIRED PINSA – AN EXPRESSION OF DELIGHT AND LOTS OF AMORE

**What's so special about Bakerman's wood-fired oven pinsa?**

## Ciao amicus!

A pizza revolution? No problem.

As you can see and read in the comic strip our little baker has time jumped back to ancient Rome, where he discovered something very special. Something more than 1,000 years old.

## A genuine Italian pinsa cooked in a wood-fired oven.

Yes, you read it right: PINSA, not pizza. It's pure edible passion. Delizioso!

It's left to rest for 48 h until all the fermentation processes have ended, which makes it very easy to digest.

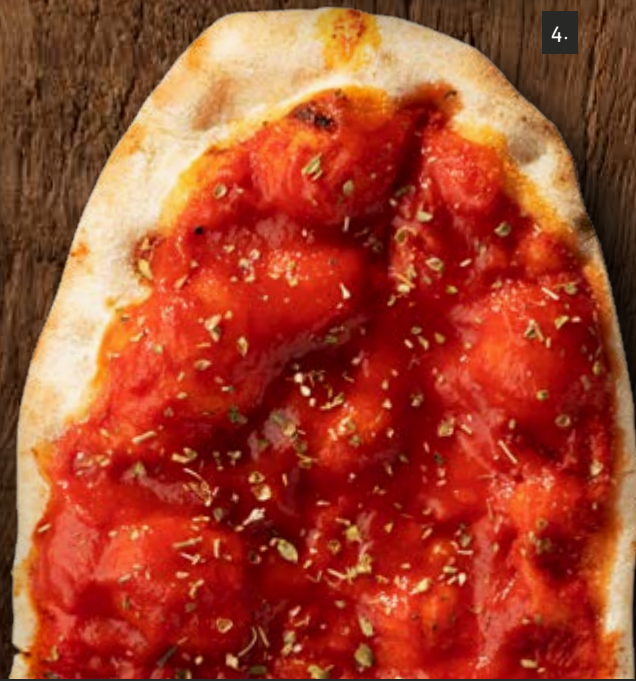
Pinsa dough is also more aerated before cooking – so the finished product is crispy on the outside and beautifully soft on the inside. Refined with genuine Italian “farina integrale” flour and containing high-quality ingredients, the wood-fired oven pinsa adds genuine added value to the snack world. It's enough to make your mouth water. Never tried it? Then it's time you did!

**48!**

**D** hours  
ough rest







1.  
**Wood-Fired Pinsa  
Spianata Romana 160g**  
Art. 71001

2.  
**Wood-Fired Pinsa  
Edamame 160g**  
Art. 71003

3.  
**Wood-Fired Pinsa  
Kebab 160g**  
Art. 71005

4.  
**Wood-Fired Pinsa  
Tomato Pulp 110g**  
Art. 71007

5.  
**Wood-Fired Pinsa  
Tomato-Arugula 165g**  
Art. 71004

6.  
**Wood-Fired Pinsa  
Ricotta-Provolone  
160g**  
Art. 71002

7.  
**Wood-Fired Pinsa  
Grilled Vegetables  
175g**  
Art. 71006



1.



2.



3.



- |   |   |   |
|---|---|---|
| 1.  | 2.  | 3.  |
| <b>Pizza-Donut<br/>Jalapeno-Cheddar</b><br>120g<br>Art. 13121 | <b>Pizza-Donut Tarte<br/>Flambée 135g</b><br>Art. 13122 | <b>Pizza-Donut Salami</b><br>130g<br>Art. 13120 |



1.

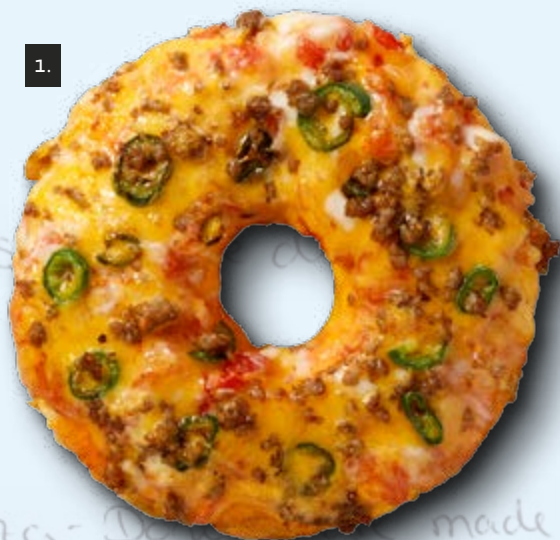
**Mini Pizza-Donut Sombbrero 85g**  
Art. 13134
2.

**Mini Pizza-Donut Tomato-Mozzarella 85g**  
Art. 13111
3.

**Mini Dönut 100g**  
Art. 13136
4.

**Pizza-Donut Margherita 120g**  
Art. 13117

1.



2.



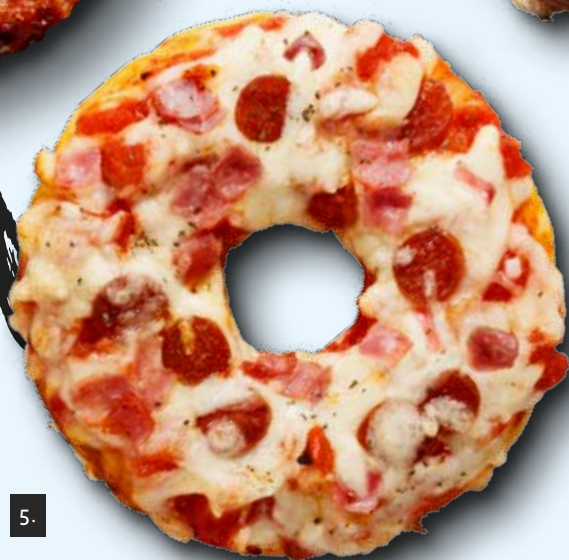
4.



3.



5.



5.

**Mini Pizza-Donut Speciale 85g**  
Art. 13112

6.

**Focaccia Grilled Vegetables 125g**  
Art. 13181

7.

**Focaccia Tomato-Mozzarella 115g**  
Art. 13182

6.



7.





IDEAS ARE LIKE  
WAVES.  
THE REALLY BIG ONES  
ARE RIDDEN TO  
PERFECTION.



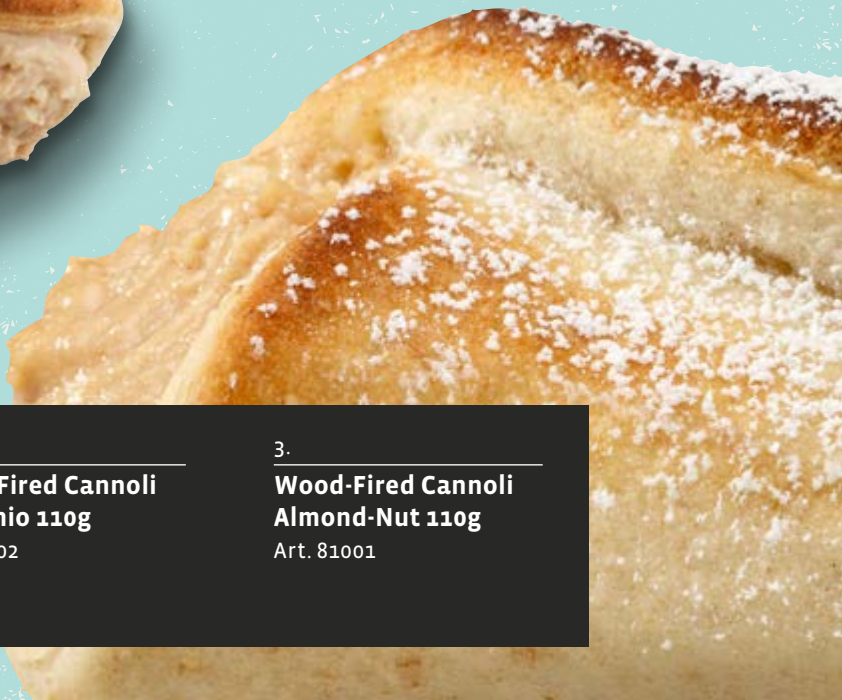
1.

BAKED  
IN A WOOD-  
OVEN ON  
LAVA  
STONE.!



2.

3.



1.  
**Wood-Fired Cannoli  
Stracciatella 110g**  
Art. 81003

2.  
**Wood-Fired Cannoli  
Pistachio 110g**  
Art. 81002

3.  
**Wood-Fired Cannoli  
Almond-Nut 110g**  
Art. 81001



IDEAS ARE LIKE  
WAVES.  
THE REALLY BIG ONES  
ARE RIDDEN TO  
PERFECTION.



1.

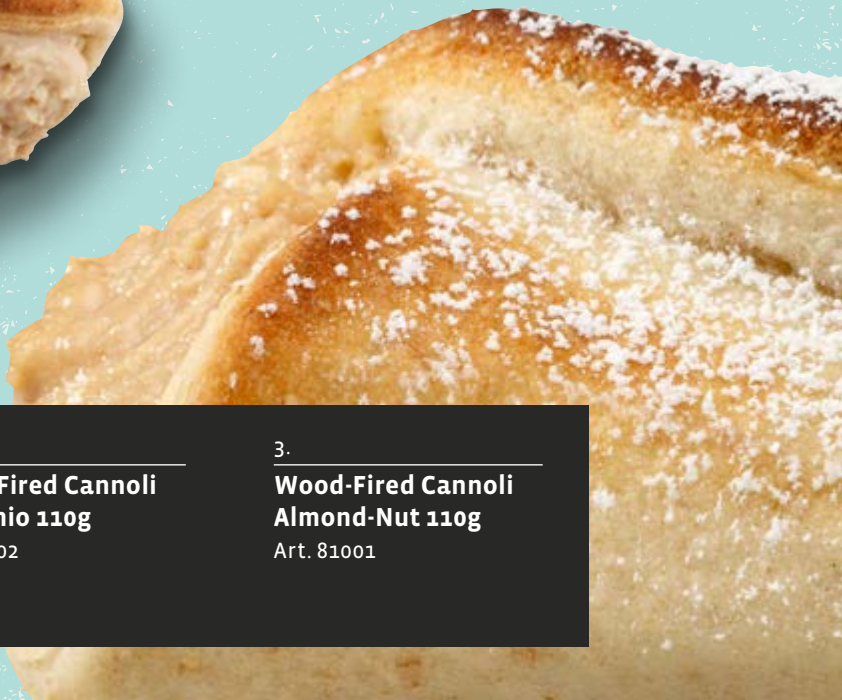
BAKED  
IN A WOOD-  
OVEN ON  
LAVA  
STONE!  




2.



3.



1.  
**Wood-Fired Cannoli  
Stracciatella 110g**  
Art. 81003

2.  
**Wood-Fired Cannoli  
Pistachio 110g**  
Art. 81002

3.  
**Wood-Fired Cannoli  
Almond-Nut 110g**  
Art. 81001



# MAKE SOMETHING OUT OF IT!



## PIZZ, PIZZ, HURRA!

**Our PIZZ-configurator with a real Sicilian soul.**

What does this mean? Only the best ingredients, fresh and from selected origins, are being put on the pizza dough by hand. That is our job and it is done passionately. Once the shape has been determined, the pizza dough chosen and the topping created, the Italian work of art is placed in a real wood-fired oven and baked on lava rock slabs of the Etna volcano at about 450 degrees Celsius. This is the only way to ensure that the crust is crispy and the crumb remains juicy. The herbs stay aromatic, the tomatoes fruity and fresh and the cheese melts tenderly. **Mmhh, delizioso.**

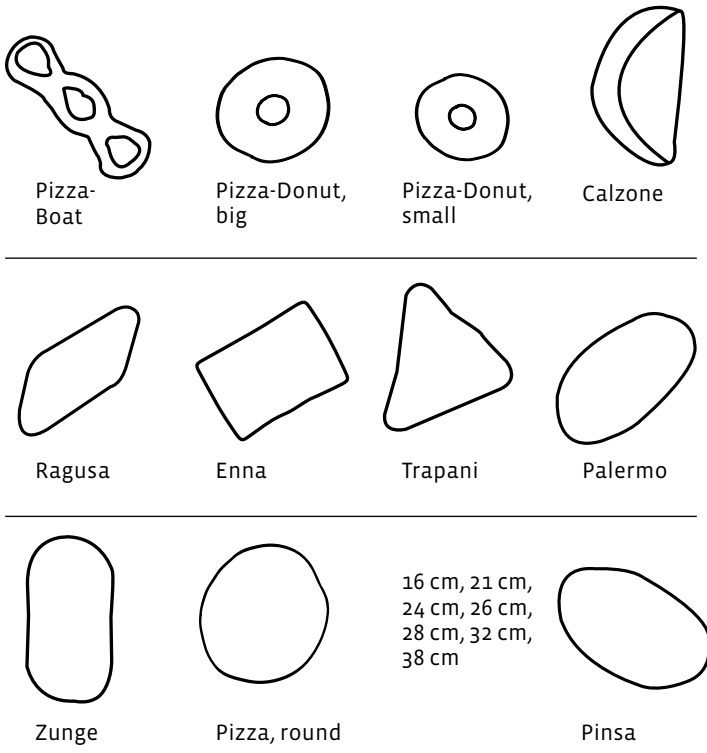
**Curtain up, the famous agony of choice is waiting for you.**



**OKAY, NOW IT'S YOUR TURN – PLEASE OPEN.**



OUR PIZZA SHAPES



OUR DOUGHS





How the Pantone® trend colours taste 2022/2023:

# FROM CRISPY BEIGE TO CHOCOLATEY BROWN ...

**\*What the heck is P-a-n-t-o-n-e?**

The Pantone Matching System is an established colour system. The goal of this tool: Ensuring consistency and accuracy of colours - regardless of material or surface. Every year, trend researchers and institutes choose trend colours.

**Here are our colours:**

1.



**\*PANTONE 14-1118**  
Beige  
#breakfast

**\*PANTONE 14-1224**  
Coral Sands  
#makeshappy

**\*PANTONE 15-1225**  
Sand  
#yummy#healthy

2.



**\*PANTONE 18-1148**  
Caramel Café  
#aromatic#foodgasm

3.



**\*PANTONE 19-0912**  
Chocolate Brown  
#crispysweet#delicious



1.  
**Multigrain Croissant**  
80g  
Art. 60060

2.  
**Buttercroissant**  
**Vanilla-Caramel 100g**  
Art. 60110

3.  
**Buttercroissant**  
**Praliné 100g**  
Art. 60148

These colours stand for pure taste, power and crispy-sweet moments; whether in combination or directly one after the other – always a wonderful colour combination.

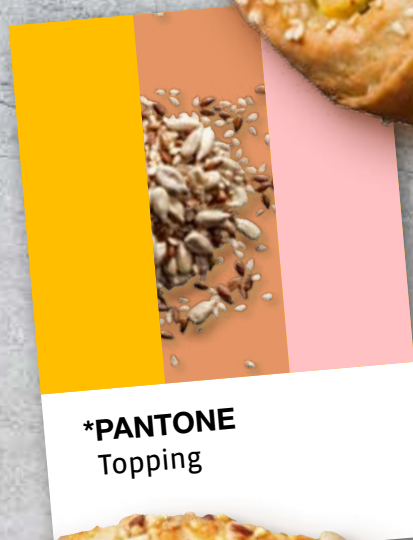


30%  
BUTTER-  
CONTENT

1.



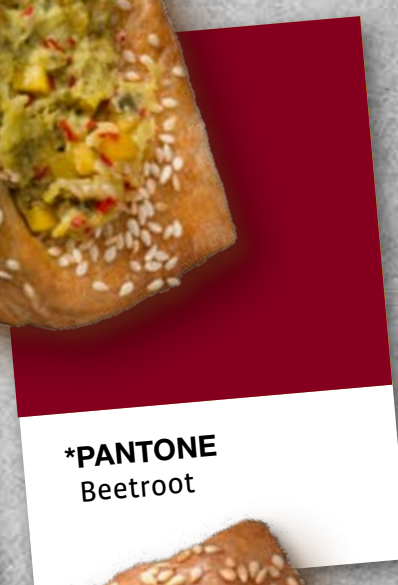
2.



\*PANTONE  
Topping



\*PANTONE  
Avocado



\*PANTONE  
Beetroot

4.



3.



\*PANTONE 12-0752  
Buttercup  
CROISSANT 3.0

1.

Buttercroissant 3.0  
80g  
Art. 60067

2.

Bakerman® Snacki  
Avocado-Mango 125g  
Art. 10182

3.

Multigrain Croissant  
Ham-Cheese 105g  
Art. 60064

4.

Bakerman® Snacki  
Beetroot 125g  
Art. 10146



... TO  
TOMATO-  
RED ...

... FROM  
SPICY-  
GREEN ...



1.  
**Breadroll  
Cream Cheese-  
Jalapeno 140g**  
Art. 20064



3.  
**Breadroll  
Bolognese 140g**  
Art. 20075

2.  
**Breadroll  
Pesto-Genovese 140g**  
Art. 20077

4.  
**Breadroll  
Bruschetta 140g**  
Art. 20080

NE 17-1461  
de  
#hearty



# ... AND HEARTY DELICIOUS!

1.  
**Breadroll Herbal-Bacon 140g**  
Art. 20069
2.  
**Breadroll Cheese-Ham 140g**  
Art. 20068
3.  
**Metti Kale 135g**  
Art. 10149



## THE MORE COLOURFUL, THE BETTER :)

We can break ranks  
and so should you!  
We don't care what you wear,  
how you look like,  
where you come from,  
what you believe in  
and who you love!  
What matters is that you love!  
We are for more appreciation,  
consideration and tolerance.





# ITSY BITSY SINS FOR IN BETWEEN

\_ sinfully fruity with  
80% fruit filling  
from Darbo



\_ sinfully delicious

\_ sinfully low sugar

1.

2.

3.

4.

5.

6.

9 cm

12,5 cm

6 cm

4 cm

# 80%

FRUIT FILLING

1.

**Mini Butter Triangle  
Apricot 65g**  
Art. 30850

2.

**Mini  
Cherry Pastry Stick  
33g**  
Art. 30798

3.

**Mini Butter Triangle  
Strawberry-Rhubarb  
65g**  
Art. 30849

4.

**Mini  
Strawberry Vanilla  
Pastry Stick 33g**  
Art. 30796

5.

**Mini Raspberry  
Rhubarb Vanilla  
Pastry Stick 33g**  
Art. 30793

6.

**Mini Butter Triangle  
Cherry 65g**  
Art. 30852





# VEGANLICIOUS

Take a bite and the world gets better

## VEGANTASTIC BAKERY PRODUCTS TO GO – YUMMY

We're pretty certain that the vegan eating trend is here to stay. You can find vegan confectionery, vegan snacks, vegetable proteins, meat and cheese substitutes in this fast-moving market, and consumers are getting more selective and conscious about what they eat. Demand for vegan food products is on the rise. In the past vegans were mocked. Today being vegan is a lifestyle choice.

Products for vegans, vegetarians and flexitarians, meat and cheese substitutes and other products are getting more attractive all the time. So why shouldn't we set a precedent and help to shape the bakery product world? Vegan snacks to go sound tempting, don't they? They are.

**That's exactly why Bakerman has teamed up with Veganz.**







„In the meantime, more and more vegetarian and vegan products can be found in the assortment of every supermarket and discounter. Only one area is still poorly stocked: the world of baked goods! There is a wide range of possibilities to make this area more attractive for vegans as well.

**With the Veganz brand, we have found a strong partner who has already won consumers' trust. We are sure that we can build great things together and revolutionise baked goods.“**

**Statement Heiko Thees,  
Owner Bakerman GmbH & Co. KG**

„Our mission at Veganz is to make the world a little more sustainable with our innovative vegan products. We share this goal with Bakerman and are therefore very excited about the cooperation.

Together, we want to create a new market in the bake-off sector with tasty, purely plant-based products – for more variety and sustainability on the bakery shelf“.

**Statement Jan Bredack,  
Founder and CEO of the Veganz Group AG**








1.  
**Veganz Pizza-Donut**  
**vegan Salami 140g**  
Art. 13192

2.  
**Veganz Mini Pizza**  
**„Burger Style“ 120g**  
Art. 13191

3.  
**Veganz vegan**  
**Ham-Cheese Crois-**  
**sant 105g**  
Art. 60045

4.  
**Veganz vegan**  
**Hot Dog 120g**  
Art. 10206

5.  
**Veganz**  
**Pizza Boat**  
**BBQ-Pulled Soy 170g**  
Art. 70476



1.



1.

**Veganz  
Pastry Stick Vanilla  
105g**  
Art. 30404

2.

**Veganz  
Dreamballs 28g**  
Art. 20615

3.

**Veganz  
Chocolate Croissant  
100g**  
Art. 60048

4.

**Veganz filled Pastry  
Pocket 130g**  
Art. 30616



2.



3.



4.







## TASTES VEGANTASTIC

We scout the market on a daily basis for new trends, and know exactly what today's consumers want. Consumer trends are being influenced by a generation that has high expectations of us and it isn't hard to see that the vegan nutrition trend is on the rise. **Almost 1.8 million people in Germany are vegans.** They all have different reasons for choosing a vegan lifestyle, but they are growing in number all the time. How do we respond? Vegan bakery products? Sure, why not?



Carolin Wenning

**“THE MARKET IS MOVING FASTER AND THE TIMES TO MARKET FOR PRODUCTS ARE GETTING SHORTER. IT DIDN'T TAKE LONG FOR OUR PRODUCT DEVELOPER AND NUTRITION SCIENTIST CAROLIN TO GET DOWN TO WORK. THAT'S HOW BAKERMAN TICKS. WE JUST GET ON WITH IT.”**

## DEVELOPING, TESTING AND TASTING

We developed a vegan alternative to our bourbon vanilla cream, a new milestone that we are proud of. **A vegan Bakerman pastry stick.** Yummy! Crispy on the outside, creamy on the inside:

The vegan product has a delicious

## 40 % PLANT-BASED VANILLA FILLING

containing pea and lentil protein, among other ingredients. The pastry stick is finished off with a crunchy coarse sugar topping. The vanilla filling is wonderfully creamy, and it contains no preservatives or flavour enhancers whatsoever.







#SNACKBÖRT  
FOR THE WORLD

snackbört



A PIECE OF  
HAPPINESS!  
EVERY DAY

We're creating a brand new snack world. **snackbört is an appetising future baking station we have created that gets people curious and delights them.**

Above all, it is designed to communicate emotion, dedication to detail and bold new flavours. snackbört bakeries will deliver a new bakery experience and new products for customers to try out. But we don't want to give too much away, so we're going to let snackbört tell the story himself.

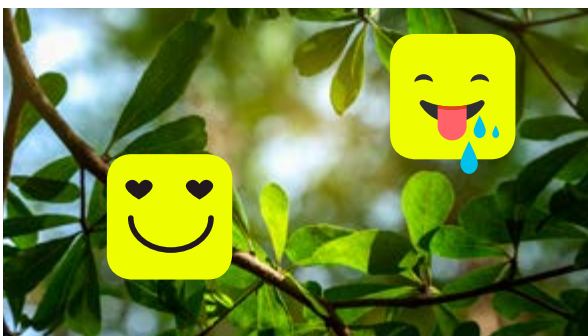




# snackbört

...the snack world influencer. I'm passionate about delicious and authentic snacks, and unique flavour experiences. **#soulfood**

You're probably having a good laugh right now (and that's OK), but I was born with one **green eyebrow**. What can I say? **It's a statement about new snack ideas, my love of nature and ecological sustainability.**



## What do I do all day long?

I eat, test and develop new and unusual recipes for unforgettable bakery products.

Savoury, sweet, hot or cold – I cater to every preference. That's why you'll find me in my creative kitchen day after day. Nothing's normal there. But, let's be honest, normal is yesterday's news. I can take you on an unforgettable journey into different flavour dimensions and show you that snacks can do far more than just satisfy your hunger.

## Are you asking yourself what my mission is?

Well, I want to make the world a better place – a bit greener, more fun, a bit lighter and, most of all, more flavourful. I don't just stop stomachs rumbling, I touch hearts with flavour. Food invigorates, food inspires emotions, food connects. It's a widely known fact that preferences differ, so flavour diversity is what I focus on in my bakery.

## How was I created?

I'm a registered trademark and Bakerman created me.

## What is Bakerman's most important goal?

**To make the bakery world a better place – every day.** Daily bakery delights. Bakery products have a very pure emotional appeal. They don't just satisfy our hunger, they also bring us joy, surprise and delight. Bakerman wants me, snackbört, to be a brand ambassador for bakery products: I'm going to make things happen, initiate change and make things better. You can be a part of it, too.

COME ON IN!



Click here for the snackbört blockbuster



Telephone box in the snackbört world; there, customers can immerse themselves in the world of „The story of snackbört“ by telephone, including a moving image on the wall.







1.  
**Veggie Breadroll  
Mühlenhack 140 g**  
Art. 20086

2.  
**Veggie Mühlendog  
135g**  
Art. 10771

3.  
**Veggie Poultry Roll  
155g**  
Art. 10190

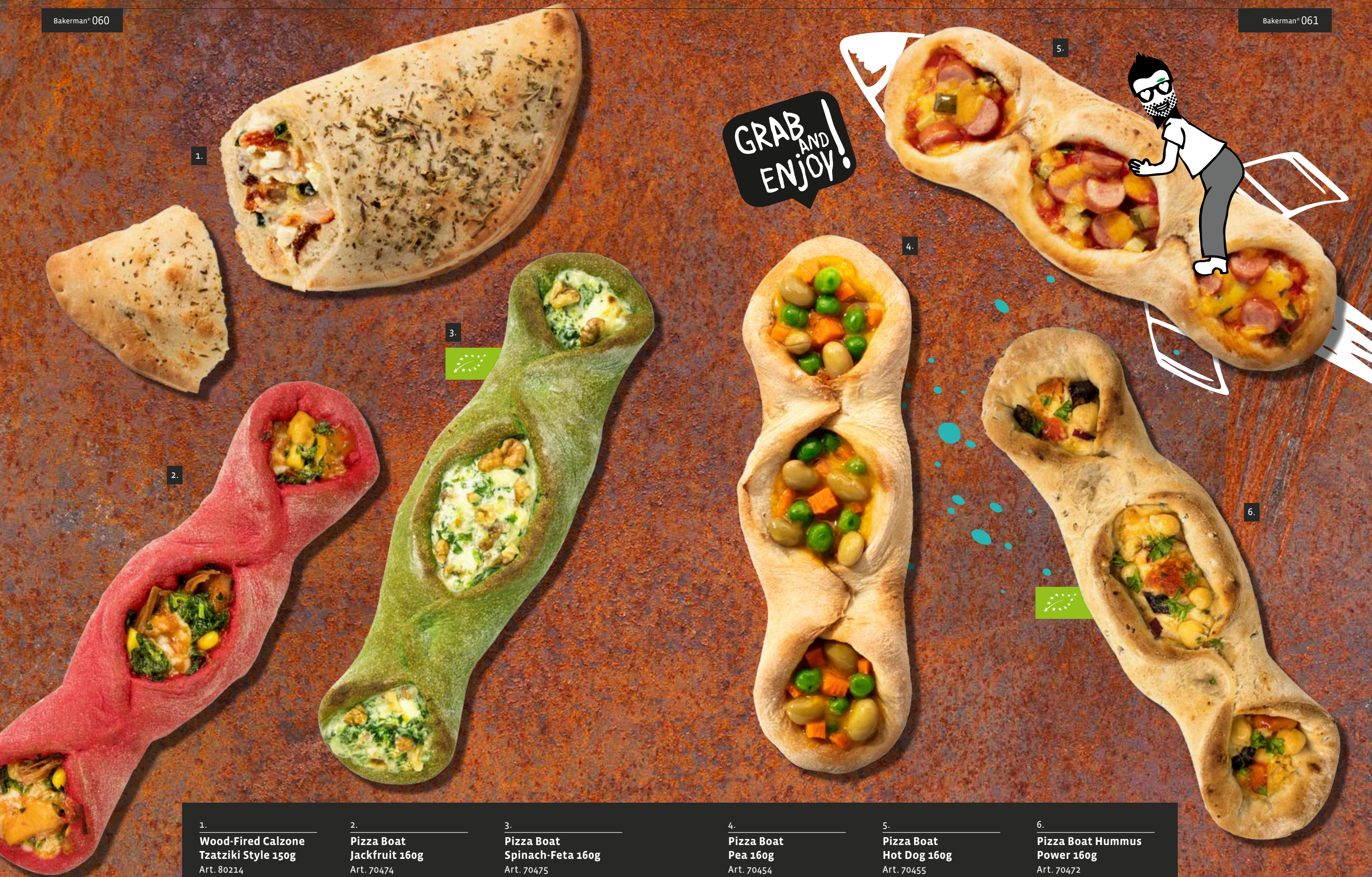
4.  
**Veggie  
Yummi Kräuter-  
Schinkenspiker 130g**  
Art. 10199

5.  
**Veggie Croissant  
Ham-Cheese 105g**  
Art. 60100

6.  
**Veggiedog 120g**  
Art. 10779

7.  
**Veggie Breadroll  
Mexican Chili Sin  
Carne 140g**  
Art. 20082





1.  
**Wood-Fired Calzone  
Tzatziki Style 150g**  
Art. 80214

2.  
**Pizza Boat  
Jackfruit 160g**  
Art. 70474

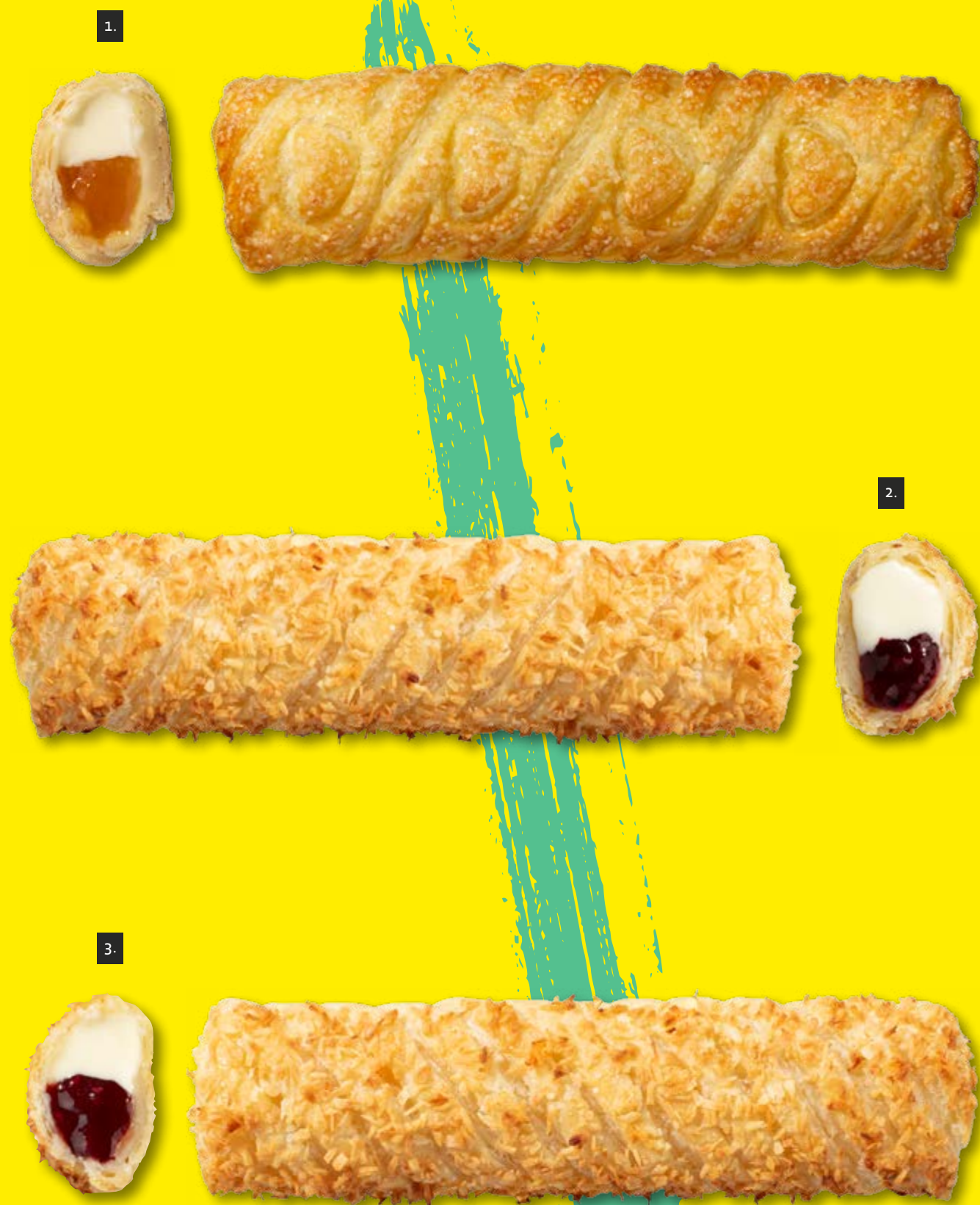
3.  
**Pizza Boat  
Spinach-Feta 160g**  
Art. 70475

4.  
**Pizza Boat  
Pea 160g**  
Art. 70454

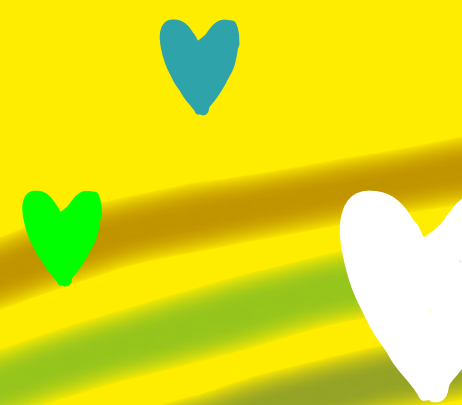
5.  
**Pizza Boat  
Hot Dog 160g**  
Art. 70455

6.  
**Pizza Boat Hummus  
Power 160g**  
Art. 70472





- 1.  
**Pastry Stick**  
**white Chocolate**  
**Peach-Passion fruit**  
**100g**  
Art. 30763
- 2.  
**Pastry Stick**  
**white Chocolate**  
**Cherry 100g**  
Art. 30764
- 3.  
**Pastry Stick**  
**white Chocolate**  
**Raspberry 100g**  
Art. 30765
- 4.  
**Pastry Pillow**  
**Salted Caramel 120g**  
Art. 30784







# SPEED DATING WITH BAKERY PRODUCTS

BUTTER IN THE FISH ... EH CROISSANTS WOULDN'T IT BE NICE TO KNOW WHAT BAKERY PRODUCT YOU'RE BUYING BEFORE YOU BITE INTO IT?

... namely  
**AVANTI**



At the supermarket you can pick up the pack and read the information about the product. At the bakery things are different.

Mostly, the filling isn't even visible when what consumers really want is to see exactly what they're buying and eating. So information about what they can't see is important.

Bearing that in mind, Bakerman has come up with a very special idea. To make bakery products transparent. With the right POS measures bakery products can be more effectively promoted in the display case and brought closer to the consumer.

A product wobbler, for example. It offers an opportunity to show a cross-section of the product to give the consumer a better idea of the filling. What makes the product so delicious? What percentage of the product is filling? Is there a special product story? Information about the product makes the article more transparent and simplifies the purchase decision.

A QR code on the wobbler can be useful for providing more in-depth information about the product, or for highlighting a brand.

Bakery products can also be promoted with an eye-catching, modular fold-up frame and/or an individual price strip. Etc., etc., etc.

Modular fold-up frame to highlight certain products (e.g. seasonal)

Product wobbler or the sticker, to show, for example, the filling of a bakery product and to provide further information.

What are we saying?

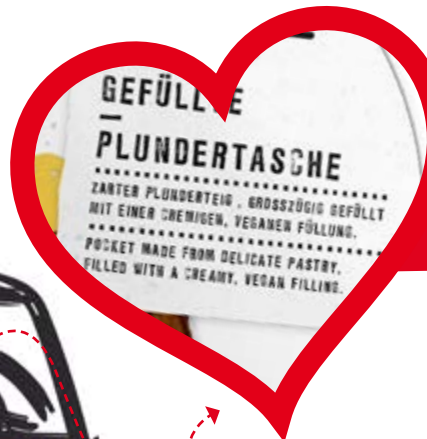
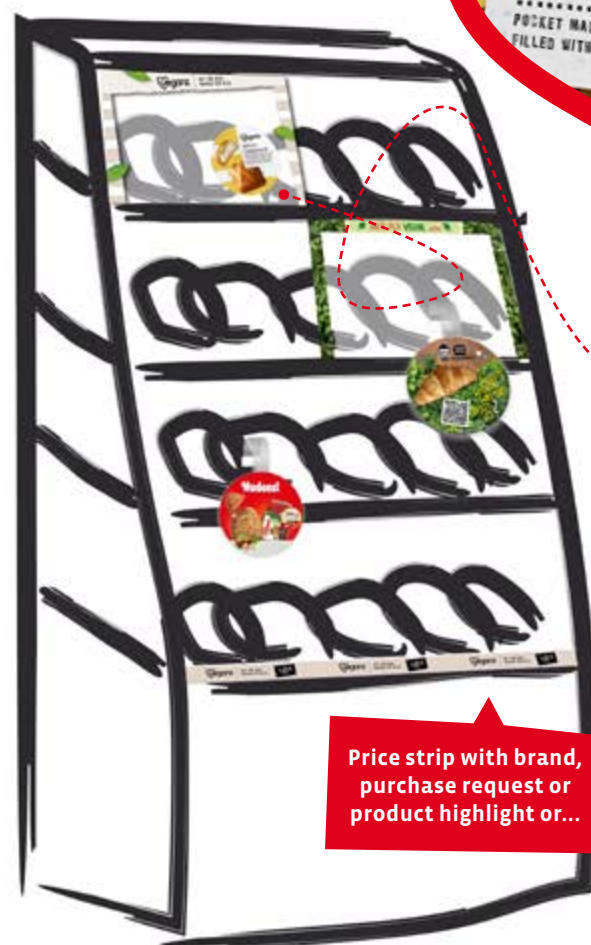
It's important to know that **today's consumers are knowledge hungry**, selective and think a lot about the foods they buy. **Before they make a purchase consumers want persuasive and transparent information about the product so that they can make an informed decision on whether to buy it or not.**

So we give them the opportunity to get to know the bakery products in a kind of speed dating activity before the purchase. It's quick, harmless and extremely effective.

QR code, to get more details about a product, such as ingredients used, contents etc.

Price strip with brand, purchase request or product highlight or...

Floor sticker, e.g. to highlight a brand





# PRETZEL NEWS



## WE'RE REINVENTING CLASSIC PRODUCTS

No time to rest. We're always ready to pick up our mixing spoons and we're always hungry for more.

**Innovation is at the heart of what we do. We love creating new products and rediscovering new potential in existing ones.** The pretzel triangle, for example.

**Our pretzel triangle is the perfect starting point for unconventional pretzel creations.** Anything goes – combinations with cold cuts, cheese, spicy mustard, fresh avocado or juicy gherkins – but nothing is a must.

**A choice between "I'll put my own filling in" and "I'll buy it filled" is even better. Sounds good doesn't it? A pretzel triangle with a generous filling and a crunchy topping?**

It is, too.



## DEVELOPING A NEW PRODUCT CONCEPT IS ALWAYS FUN

**Andreas, our external master baker, who isn't just a master baker, but also a chef and pastry chef, got busy on the pretzel project straight away.** At the same time he did a refresher training course on the subject of pretzels. We're always quick to adapt and we embrace every challenge. Know-how is essential in the development process. **We collaborated with our Mola production team and the product development team to test out various fillings before making the final selection.** Listening to the customer with one ear and the market with the other, we created and produced an absolutely delicious filled pretzel product range.

**“SOMETIMES IT'S VERY EASY. YOU DON'T ALWAYS HAVE TO CREATE SOMETHING NEW IF YOU CAN SURPRISE PEOPLE WITH A CLASSIC PRODUCT UPGRADE;-).”**



Andreas Bussmann

And now back to the pretzel triangles... **What filled versions are there in the range? Turn the page and get ready to feel hungry.**

**Yummy.**





# PRETZEL



Oh, a triangle fan ...  
just our Angie!

1.  
**Butter Pretzel  
Triangle Emmentaler  
110g**  
Art. 70258

2.  
**Butter Pretzel  
Triangle  
Nut-Nougat 110g**  
Art. 70257

3.  
**Butter Pretzel  
Triangle  
Pepper-Sweet 110g**  
Art. 70255

4.  
**Butter Pretzel  
Triangle Cream  
Cheese-Herbs 110g**  
Art. 70252

5.  
**Butter Pretzel  
Triangle  
Tarte Flambée 110g**  
Art. 70258



# „THE DONUT’S NEW CLOTHES“

Once upon a time, there was a donut for whom it was very important to always look pretty and different. He wanted to wear only the most beautiful glazes and toppings and always surprise people with his taste...



Style 1:



Style 2:



Style 3:



Style 4:



Style 1:

**Donut  
Blue Monster 57g**  
Art. 40175

Style 2:

**Pinkie Donut 58g**  
Art. 40177

Style 3:

**Donut Marshmallow  
54g**  
Art. 40183

Style 4:

**Donut Cookie 68g**  
Art. 40182



... AND HERE ARE  
THE OTHER  
FAVOURITE PIECES!

Style 1:

**Donut Vanilla 74g**

Art. 40173

Style 4:

**Donut  
Milk Chocolate 58g**

Art. 40178

Style 2:

**Butterfly-Donut 53g**

Art. 40170

Style 5:

**Mini Sugar Donut 16g**

Art. 40179

Style 3:

**Party Donut 55g**

Art. 40176

Style 6:

**Donut  
Chocolate Beans 65g**

Art. 40174

Style 1:

Style 2:

Style 3:

Style 4:

Style 5:

Style 6:



Now we have  
had it ...

# AND 11 PIECES OF BREAD WITH IT



1.

**Bakermans Eleven  
Onion 330g**

Art. 20045

2.

**Bakermans Eleven  
Olive 330g**

Art. 20043

3.

**Bakermans Eleven  
Spicy 330g**

Art. 20041



1.



2.



3.







1.



2.



3.



3.

4.



4.

**Fougasse Tomato-Spinach-Fennel 450g**  
Art. 13187



5.

5.

**Fougasse light 450g**  
Art. 13186

1.

**Olive Joe 450g**  
Art. 20044

2.

**Madita Terrano 400g**  
Art. 20042

3.

**Currywurst Quattro 220g**  
Art. 13183



1.



2.



3.



4.



1.

**Breadstick Olive 70g**  
Art. 10198

2.

**Breadstick Vегgie 160g**  
Art. 10194

3.

**Breadstick Provençal 160g**  
Art. 10196

4.

**Breadstick Pepperoni 110g**  
Art. 10195



# BAKERMANS BAKERDEMY AND BAKEFRIDAY



Willi giving a presentation about the baking industry.

“WE EMBRACE NEW THINGS, LET OURSELVES BE INSPIRED AND TINKER AROUND IN THE KITCHEN ON NEW PRODUCTS THAT REFLECT THE SPIRIT OF THE TIMES WITH OUR DEVELOPMENT TEAMS.”

What does the bakery world’s future look like? What are the new trends? How does the European market tick and what can the social media actually do? These are all things that we think about on a daily basis. It didn’t take us long to come up with the idea for the Bakerdemy.

“WE PROVIDE SHORT AND CONCISE PRESENTATIONS ON SPECIFIC SPECIALIST TOPICS TO OUR COLLEAGUES IN THE VARIOUS DEPARTMENTS.”

Ultimately, we can only improve if we collaborate more, share knowledge and evolve. Having an own in-house academy doesn’t just allow us to communicate know-how, it also fosters team spirit – and that’s pretty cool, isn’t it?

And that’s not all. **Bakerman wouldn’t be Bakerman without a Bakefriday.** Which product is top of the popularity stakes right now? Are there new flavours? What do today’s consumers want as to-go snacks?

“ON BAKEFRIDAYS PRODUCTS ARE FRESH-BAKED, SAMPLED AND ANALYSED.”

The whole team is involved in the baking and sampling process. What products taste especially good? Where can we make improvements? We put our heads together and take inspiration from our fabulous and unique product range.



Bakerman® 081



There are around 83 million people living in Germany’s 16 federal states. What does that tell us? It means we face the daily challenge of meeting lots of different needs and flavour preferences. **Our product range is broadly but cleverly structured. We want to offer our customers exactly the bakery products that are popular in their specific regions because our customers’ success is our passion.**

