



Press release

SNACK IT UP!

Classics as a euphemism for boring? Not with us! Topping and snacking is the motto! Cool idea? Sure, we are THE SNACK BRAND.

We love our snack classics and we wouldn't be Bakerman if we didn't keep going one better. Thinking ahead, creating new solutions and bringing a lot of variety to the displays of this world – that's why we are constantly developing creative ideas for snack and voucher concepts. Genuine craftsmanship combined with individual ideas turn the display into a real showcase for snacks. Why do all the work? It's obvious! With creative topping ideas, every baker can respond directly to trends, stand out from the competition and meet customers' individual tastes! Topped with love, the classics are transformed into real eye-catchers and are ideal for presentation on social media. What are you waiting for? Let's go – topping and snacking!

The Bakerman range offers several on-trend products as the basis for creative topping ideas! Our Pizza Donuts XL are easy to slice and fill to your heart's content: an individual combination of crunchy rocket, juicy tomatoes, creamy avocado, hearty dried tomatoes, creamy cheeses, crunchy nuts, spicy mince, aromatic ham or fresh onions make the snacks incomparable – in terms of taste, appearance and price.

The latest highlight and popular trend recipe are croffles. You read that right! Croffles are a mix of croissants and waffles. Simply make them and treat your customers: Simply let the croissant dough pieces thaw – we recommend our Butter Croissant 3.0 – bake them in a waffle iron until golden and finish them as desired. For example, as a Dubai-style croissant, with pistachios and chocolate cream, whipped cream, the legendary Kadayif, also known as angel hair and crunchy pistachio crunch. Fresh fruit,



with cream and delicious chocolate and/or fruit sauce make the croffles incomparable and visually eye-catching! Just try them!

Want even more variety? Croissants are an absolute eye-catcher whether savory or sweet topped and/or topped. Just like our sweet Pastry Sticks or the classic apple triangle: refined with cream and fresh fruit, served with a scoop of ice cream, garnished with sauce and finished with a crunchy topping – everything is allowed that pleases the eye and the palate!

Want it quick and dirty? An inspiration for a cozy movie night on the sofa: stuffed pizza donut jalapeno cheddar, sliced and served with crispy nachos and cheese sauce. This is the perfect way to immerse yourself in any story while enjoying the culinary delights.

We also have a refinement idea for lovers of the poultry roll, Germany's most popular snack: Cut open the poultry roll and simply add ketchup, remoulade, gherkins and fried onions to turn it into a sensational hot dog! Already familiar? Then how about slices of poultry snack, presented in a bowl and garnished with various toppings and colorful sauces. The Pretzel dog is also ideal for refinement: same process, topped differently. Slice before baking and top with nutty rocket, juicy coleslaw, sweet mustard and crispy fried onions after baking. To fall in love with.

Bakerman – the snack brand. We carry not only the passion for the bakery trade in our hearts, but also the know-how. Baked goods are a matter close to our hearts. And that's exactly why we were able to achieve a precision landing with our filled pizza donuts and take first place in the Frozen Hits 2024 from TK-Report. We couldn't be prouder.



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