Goods flow under control

DE SPECIALITEITENBAKKERIJ (THE SPECIALTY BAKERY) B.V., TIEL, THE NETHERLANDS, SPECIALIZES IN PRODUCING APPLE PIES, AND PLANS TO GROW. THE INVESTMENT IN A NEW BUILDING SHOULD HELP TO INCREASE ANNUAL TURNOVER TO EUR 30M IN THE FUTURE.

Director Karel de Jong has invested around EUR 15m in his new bakery in Tiel. The town is located in the center of the province of Gelderland in the most important fruit-growing area in the Netherlands, which is noted mainly for its apples. So in that situation it was obvious that de Jong and his specialty bakery specialized in the production of apple pies for Europe’s food retail. This specialization already began in 1998 when the son of an independent master baker set up his own business with his first bakery. The customers at that time were, for example, hotels and restaurant chains. Karel de Jong explained that over the years and after three relocations and new buildings he again wanted to do “something big”. He bought a 10,000 m² plot of land in Tiel’s industrial area in 2010, and the building followed in 2011. The new production unit started up in January 2013, and today the capacity utilization of the two lines is around 60%. Working in two shifts, a total of 29 employees manufacture up to 40–50 t of apples, the majority from the region, come into the production unit every week, ready washed and cut. The fruit is taken by lift into the upper floor of the production unit, where the apples are mixed for example with cinnamon, sugar or raisins. In addition to the chilled warehouse for the apples, the upper floor also accommodates the small compo-
The company sells 5% of the pies fresh. After baking, 95% of the baked products go into the Koma spiral freezer for around 2 h, then after packing they are stored in a high rack warehouse with 2,000 pallet storage bays.