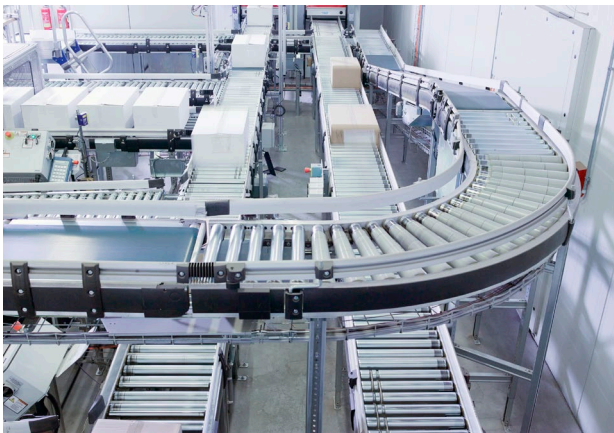


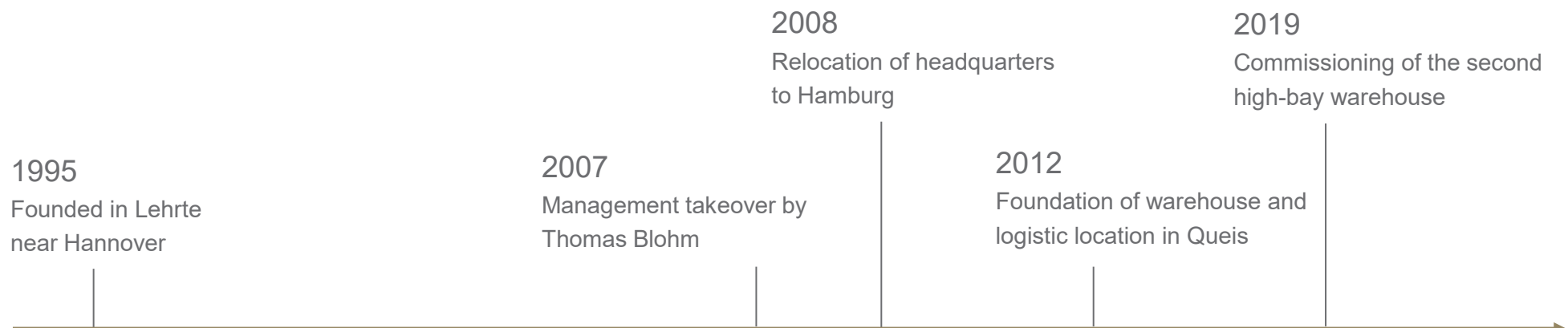
Backshop Tiefkühl GmbH

Corporate presentation



Backshop – that's us

Subsidiary company of the traditional Harry-Brot GmbH



General management: Thomas Blohm

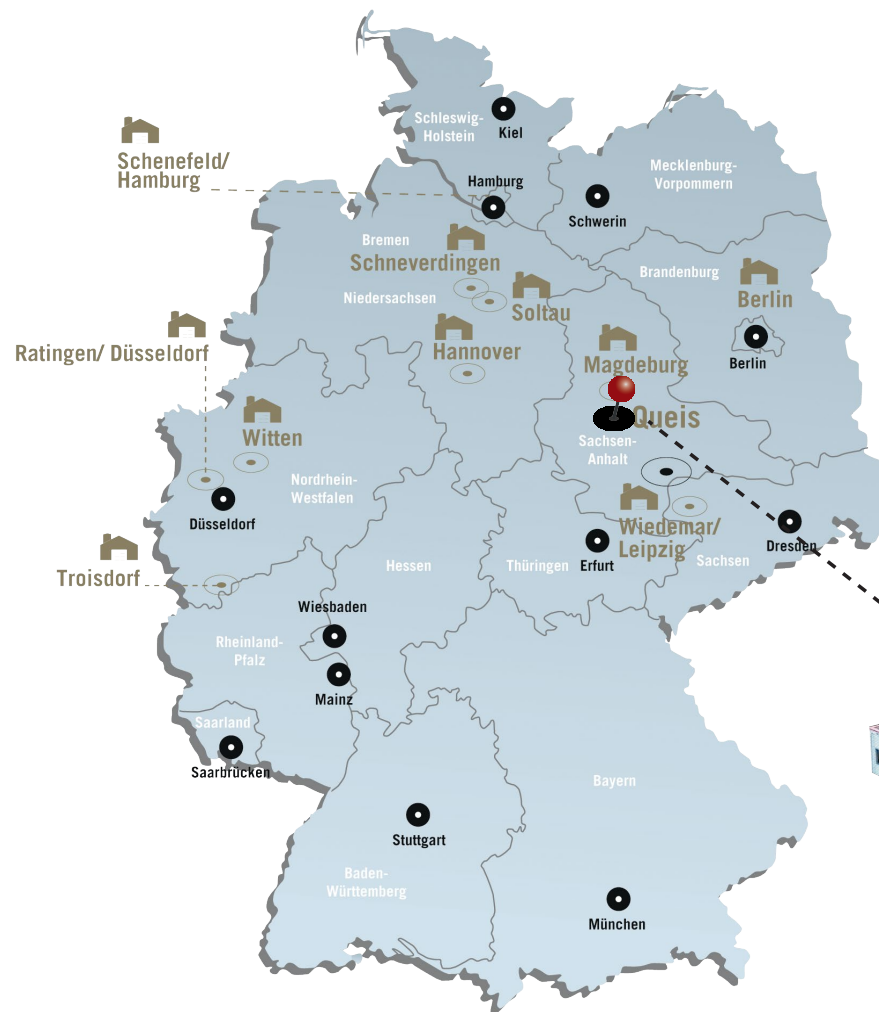
Business management: K. Gebel, C. Sommer

Number of employees: approx. 80

Revenue 2022: ≈ 112m euros

FIND.

Overview of production sites



Locations

10 BAKING OPERATIONS
INCL. WITTENER BAKERY



Property:	approx. 39.000 m ²
Building area:	approx. 4.500 m ² + approx. 4.000 m ²
Refrigeration plant:	Ammonia
Fire protection:	Oxygen reduction
Employees:	approx. 45 in 3 shifts

[FIND.](#)

Between basic supply and fragmented assortment structures

Inflation is causing persistent price pressure on manufacturers, retailers and consumers.

Simultaneously, consumer trends, NGOs and government regulations are fragmenting product requirements at the POS.



Three questions for retailers and producers

How do we guarantee a secure and affordable supply for consumers?

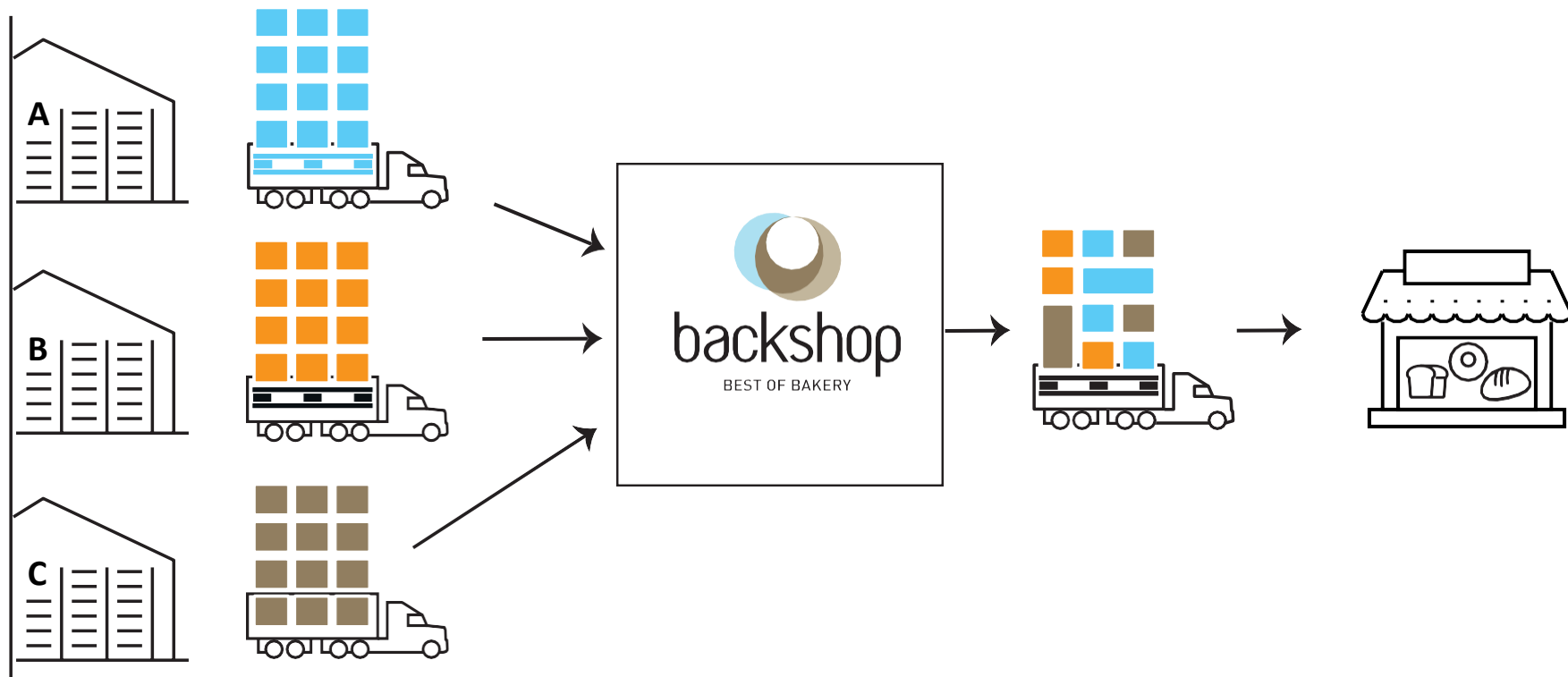
How do we maintain economically sound and innovative producers?

How do we ensure a properly working market and competition?

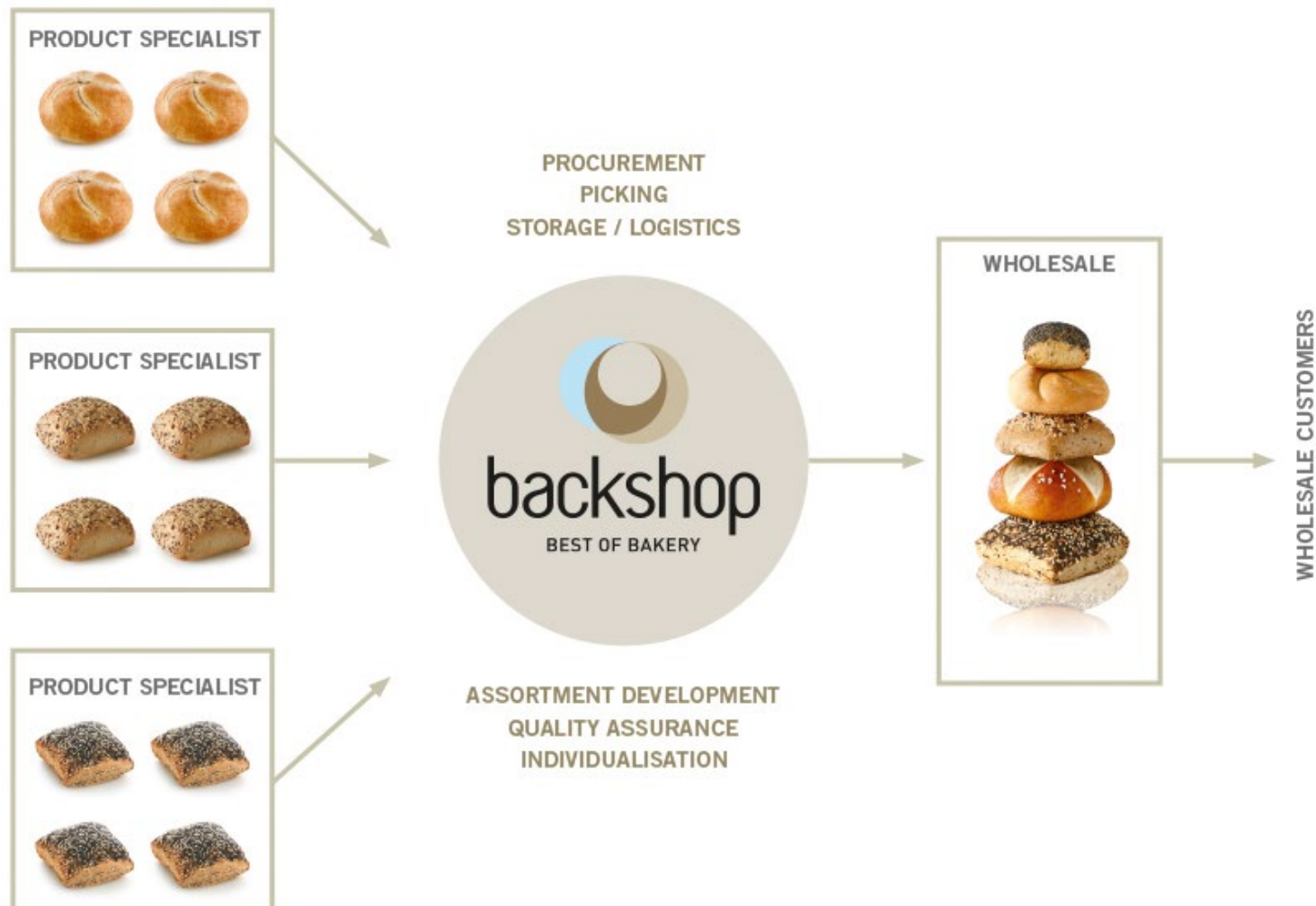


One answer

Optimal production sizes transferred into optimal distribution sizes.

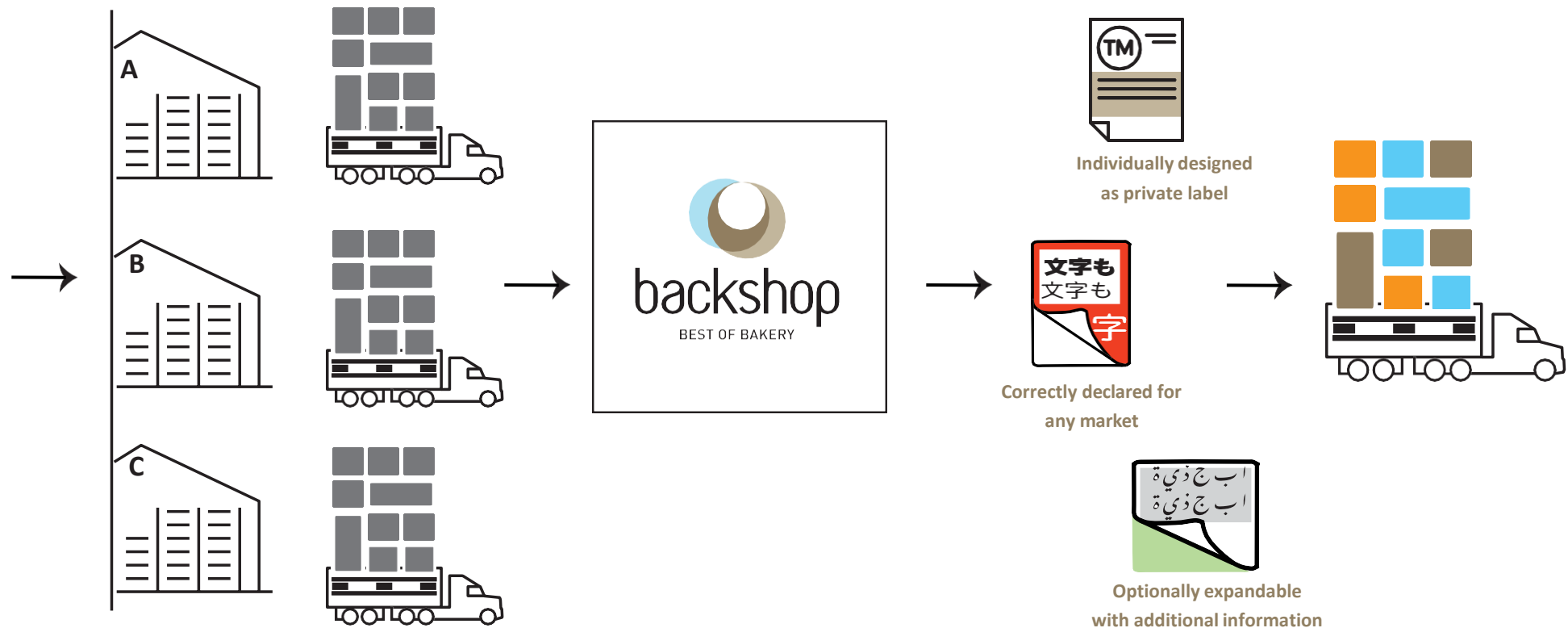


Range development for your success



The right labelling

Individual and always in market conformity. From baked goods to product.

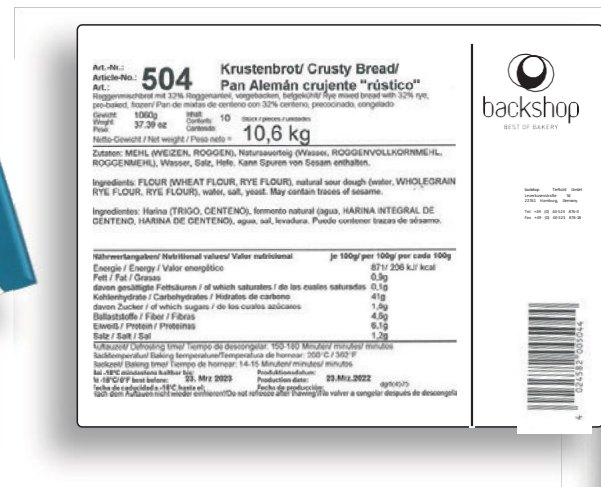


The right labelling

Individual and always in market conformity. From baked goods to product.



individual



informative



international

Our business model

Collecting

—

Buffering

—

Pooling

—

Supplying



Collecting: Small productions achieve broad markets. As a trend or part of the basic supply.

Buffering: Large productions are divided up and delivered according to demand.

Pooling: A wide product inventory becomes individual assortment concepts. As a brand or private label.

Supplying: A fully scalable product mix arrives at the POS from a single source in a single journey - nationally and globally.

Extensive central storage capacity

A mixed pallet can be composed only of what is available at the same location in any quantity.

High level of automation

Efficiency of a large production must be maintained during individual assembly.

Safety

Reliable standards in QM and declaration (LMIV) as a prerequisite for individual labelling.

Certification

Broad certification is becoming an increasingly important factor in the supply chain, in order to serve differentiated consumer groups.

„The We is winning“

Quantity management

As a size buffer, we make different scales/volumes compatible, open up large markets for small producers and bundle small/many producers for large markets.

Rule management

Just as we bundle quantities in our warehouse and assemble them individually, we bundle know-how for the individual requirements of our partners in our QA. In doing so, we assume responsibility and share risks in the implementation of constantly new, changing regulations.



Product categories

Ancient Grains

Baguette

Baguette Rolls

Baked Sweets

Bread

Croissants

Fine Pastry

Fried Dough

Hamburger

Cake

Lye Bakery

Mediterranean Bakeries

Mini Pastry

Sliced Bread

Snacks

Special Bread

Special Rolls

Wheat Rolls



FIND.



PROUDLY PRESENT

COOPERATION PARTNERS



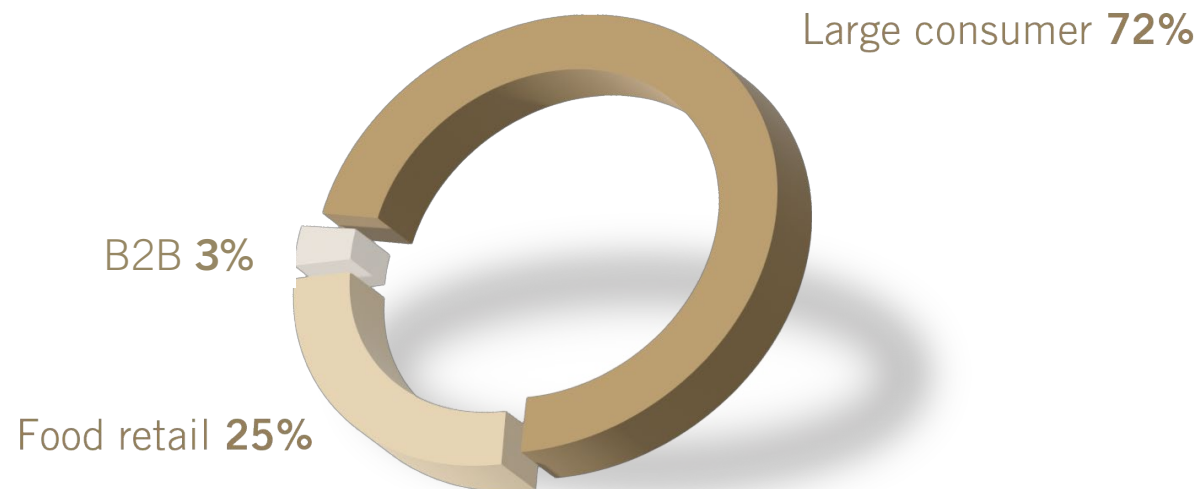
We

**deliver high-quality frozen bakery
products for you to over 30 countries
worldwide, starting from a mixed pallet.**

Best of bakery for every need.

FIND.

Service partner for wholesalers and industry



Thank you for your attention!