



# HEIDELBERG BREAD COMPANY

## *Old World Quality, New World Innovation!*



Nestled in upstate Herkimer NY, Heidelberg Bread Company has been producing quality bread with all-natural ingredients for over 35 years. They carry on this tradition in their new 28,000 sq./ft wholesale facility where they produce over 15 varieties of bread daily.

Their new location isn't just impressive because of its size. The facility also features commercial equipment that changed their baking process entirely. Their first addition included a new Flour System capable of storing up to 150,000 lbs of flour in two indoor silos.

This system provided quite a few benefits for Heidelberg. Cost savings for one – and not just in terms of the decreased cost of flour from buying in bulk. By allowing them to spend less man hours on hauling, stacking, opening and disposing of flour bags, they also experienced a savings in the cost of labor. The new silos also allowed them to utilize previously unused vertical space for ingredient storage, freeing up valuable floor space. In the end, the Flour System allowed Heidelberg to handle more flour in a significantly cleaner, safer and more efficient manner than they had in the past.

The latest addition to their facility is a second Empire MecaMatic Multi-Deck Tunnel Oven. The same vapor tube technology utilized in Empire's MiniTube™ and LF Family of Artisan Deck Ovens distributes heat evenly and consistently throughout the baking chamber, easily handling even the most demanding of pan and artisan breads. Kevin Phillips, Director of Operations at Heidelberg Bread Company, explains how their procedure has changed for the better.

“Before the MecaMatic Tunnel Oven, it was a constant battle to make sure our bread was finished properly. We would have multiple employees checking the product at different times to make sure it was fully baked,” he said. “Because these ovens are continuous and so consistent, we now have a significant labor savings.”

According to Kevin, the addition of this new oven has allowed Heidelberg to increase their capabilities substantially, cutting their baking time in half - from 18 hours a day down to 9. “Our newest Empire oven is very efficient and has boosted our production considerably,” he says, “and the consistency is outstanding. We now have even bake times and bake quality for both our pan and free-form products.”

“Here at Empire, our greatest achievements are the continued successes of our customers.” states Alan Crosley, Director of Sales & Marketing at Empire Bakery Equipment. “We are proud to have worked with Kevin and his team at Heidelberg through the planning and installation process to provide a quality, reliable solution for their production needs.” Kevin adds, “From start to finish, Empire's service was great. The entire process was smooth and seamless!”

Do you want to see some of Heidelberg's amazing fresh baked goods for yourself? Visit them at <http://www.heidelbergbread.com>. For more information on the MecaMatic Multi-deck Tunnel Oven, or any of the other quality bakery equipment Empire has to offer, check out our website at <http://www.empirebake.com>.



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*Kevin Phillips, Dir. of Ops*



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