

Bakery Consulting - A customer story

Modernization of Delicat Gida bakery in Turkey

Just like the majority of industries, industrial bakery operators are under constant pressure to evolve and seek innovation in order to stay competitive. While COVID has affected the baking industry from production to sales, the industry still has managed to show steady growth, even despite the global restrictions affecting the opening hours of restaurants cafes and the whole foodservice sector.

A trend towards consolidation can be observed, with fewer bakeries and players producing more. In order to stay on par with in the competition, bakeries are required to keep upgrading and modernizing their production facilities. Instead of investing in totally new equipment, many prefer upgrading their production lines with older equipment that can still produce quality products but can provide a more cost-effective price tag for the investment. However, the only way to guarantee you will see your planned return on investment is to have a capable team to reliably manage and successfully see through the modernization process.

Delicat Gida Bakery Turkey

Delicat Gida bakery from Turkey contacted Baron Foodtech to assist in the modernization of their bakery facility in Istanbul. Delicat Gida has traditionally been producing more popular Turkish products such as flat breads, lavash and pita breads, but had analyzed the market and concluded that there is a growing demand for more European products. This growth in demand spurs from tourism, business travel and immigration to Turkey. The demand and commercial potential for new products was found to be significant. The planned products for the new bakery production line would include bread buns, bread with long fermentation time, sour dough bread and other similar products for sale and foodservice. To meet this new planned production, the bakery production line needed to be modernized and new type of equipment had to be acquired and installed at the Delicat Gida Istanbul bakery. The required technology was found available in Germany and Delicat Gida would no somehow have to relocate the equipment to Turkey. Delicat Gida hired Baron Foodtech to handle the challenging task which would include everything from to dismantling, transporting, servicing and successfully re-assembling the machinery and eventually launching the bakery production lines on location in Istanbul, Turkey.

Baron Foodtech modus operandi for modernizing a bakery

"The key to success in modernization of bakeries lies in keeping the schedules and timelines, and in the same time to keep the stated budgets. This can be achieved by doing extensive planning of the total project. We at Baron Foodtech have implemented the latest tools for handling modernization of bakeries as intelligent data models and modules called Baron Foodtech documentation system, and by using your mobile phone you can keep on track of the project with help of QR code labeling".

– says General Manager Mikko Lehtinen from Baron Foodtech.



For modernization of a bakery as was the case with Delicat Gida, Baron Foodtech divided the project into 3 main stages:

1. **Concept phase.** This is the planning phase of the whole project where all requirements and details of the project are analyzed, documented and coordinated together with the client to fit their needs. The concept plan can after the presentation to the client be approved or cancelled based on client response. Baron Foodtech uses here its own team to do the concept work with the latest intelligent software solutions
2. **Preplanning phase.** After the initial concept phase is approved, a more detailed preplanning of the project is carried out with detailed schedules and total budgeting
3. **Realization phase** where the details will be in exact place and limits of deliveries are accurately defined. The bakery design company coordinates the installations, upgrades etc. on location and is responsible for meeting the time and budget limits. Baron Foodtech always coordinates the whole process and all stages of the project.

The Delicat Gida modernization works

Upon approval of the concept from Baron Foodtech on the modernization of the bakery, the team started the dismantling process of the bakery in Germany. All equipment and machinery was firstly documented in to Baron Foodtech documentation system with details about what model, in what shape the equipment was, need for service, cabling needs etc. The documentation consists of existing documents and pictures with specifications that is uploaded to an internal cloud. This part of the project lasted for 2-3 weeks during which a 2 person team coordinated the works with local assistance.

Baron Foodtech used also here the special labeling system with QR codes that had all the information available upon scanning the code with your mobile. This reduces drastically the documentation needs and paperwork, as well as makes future integration of the machinery to run smoothly.

The dismantling has to be done accurate and professionally or otherwise you may face problem during installation phase where the bakery doesn't run as planned and the deadlines are missed. With the Baron Foodtech documentation system the dismantling and installation was handled hassle free, and naturally keeping the planned deadlines and budgets.

Moving and refurbishing equipment is the most time consuming part of the work, where deliveries have to be planned to meet deadlines from Germany to Turkey. Also, Baron Foodtech is here responsible for servicing the equipment and handle necessary updates for guaranteeing fully functional bakery launch in Istanbul. After the servicing and delivery to location, the actual installation process starts.

Baron Foodtech used here again its own experts from Finland to coordinate the installations together with a Turkish local team, and despite not even having a common language, the installation process was a big success.

After the installations you face the most stressful and challenging part of the project which is the commissioning. Here you will have to say how the machinery operates and what kind of bread is coming

out from the ovens. Baron Foodtech was also responsible for teaching the staff how to use the line, how to change parameters, how to coordinate gas and refrigeration processes. Baron Foodtech did also assist in translations of the software solutions that will be used for the production in the bakery.

When the bakery is finally launched, Baron Foodtech is still supervising the bakery for a while in order to guarantee that everything works as it should. The supervision is handled from Finland from the Baron Foodtech command center with its team always available.

The whole project from concept, preplanning and realization (with dismantling of bakery in Germany, documentations, deliveries, servicing, installations, commissioning and launch) lasted for 4 months. During this process there were no stand stills in their existing bakeries which guaranteed that sales of bread could go on as usual.

Thank you for your attention. Please click the link below to visit the Baron Foodtech website and read about our [bakery consulting services](#).