

dal 1929
Baller
TRENTINO

1929 **90** 2019
anni di gusto

Welcome in Bauer

Bauer is located in the north of Italy, in the town of TRENTO, at the foot of the Alps.

Bauer's goal is to express the excellent Italian cuisine and the culinary culture of the region TRENTO.



THE KEY STAGES OF A PATH OF A STEADY GROWTH



1929 **Augusto and Edoardo Bauer** found the company in Trento near the Buonconsiglio Castle.

1970 **Bauer creates the first cube formats in Italy**, sold loose or in a two-piece box.

1986 **Vegetalbrodo is invented**: the first 100% vegetable, granular stock that dissolves instantly.

1997 **the ICEA certification for organic food**, seals the new line of organic stock cubes.

2002 Bauer's production system was certified by the CSQA UNI EN ISO 9001:2008 reconfirmed in 2017 with the UNI EN ISO 9001:2015 certificate.

2012 **Bauer is the first Italian company to receive ITALY LEED certification 2009**, GOLD rating, for its new completely eco-sustainable headquarters.

2012 Bauer obtains **BRC** (Global Standard for Food Safety) and **IFS** (International Food Standard) certifications.

2017 Year of Certifications: several Bauer products are **VEGAN certified**. Conventional and organic vegetable and meat stock cubes and their granules comply with the criteria of the **PRODUCT ENVIRONMENTAL FOOTPRINT**, which certifies the low environmental impact of these products.

CSQA certifies the **GLUTEN-FREE** claim of Bauer products.



ALL-ROUND GOODNESS

Every single step Bauer takes in business is inspired by fairness, transparency and ethics: from personnel policies to production processes, from the selection of raw materials to the management of the logistic network, to the protection of the environment and the territory.



Certifications



UNI EN ISO 9001



QUALITÀ VEGETARIANA



CSQA Biologico



Product Environmental Footprint



GSFS BRC Global Standard for Food Safety



CSQA certification: Shared Value, which recognizes a virtuous path towards sustainability objectives and strategies, about social, economic and environmental aspects



International Food Standard



The new Bauer headquarters has obtained LEED Italia NC 2009 certification with a GOLD rating, attesting to the eco-sustainability of buildings



NO GLUTINE



Certifies the company's commitment to implementing work-life balance policies to improve the individual well-being of its employees and their families.

MISSION BAUER



Quality is the first ingredient of BAUER

Bauer aims to create high-quality, organoleptically superior, good-tasting products for consumers and professionals who take care for superior taste.

- **Craftsmanship, respect for slow and delicate processes and times.** A production that combines tradition and innovation, in the name of excellence.
- **Absolute quality and sustainability** guide BAUER in its research, development and marketing activities.
- BAUER selects **top-quality ingredients, and uses neither flavorings, chemical additives nor added sugar.**

Therefore, Bauer products are quite tasty and healthy.

Sustainability from the heart.



Bauer lives sustainability from its heart, since many years

with the eco-sustainable plant, the environmental impact of the production, eco-friendly packaging.

ECO-SUSTAINABILITY BAUER IN SHORT:

- the plant is 60% self-sufficient with thermic energy produced by Bauer.
- 11 tons of CO₂ are saved yearly with the installation of micro-cogenerators in 2019 (16 % reduction)
- all the rainwater collected from the roof is reused for irrigation, sanitation and, if necessary, cooling.
- the environmental footprint of all products are under continuous control, from farm to end-users
- all packages are recyclable.

DISTINGUISHING FEATURES



Bauer products satisfy any food lover with a genuine and original taste.

At the same time, they give 100% warranty for health-conscious consumers and professionals.

THE DISTINGUISHING FEATURES OF BAUER PRODUCTS

- all products contain high-quality ingredients, for tasty and well-balanced dishes.
- the raw materials are of first choice: extra virgin olive oil and tomatoes, precious porcini mushrooms, meat, fish and herbs, are contained in the various products.
- Bauer preparations contain high quality vegetable, meat and yeast extracts, in considerable quantities compared to other products on the market.
- use of iodized sea salt, wherever expected, and in limited amount.

Our quality ingredients make the difference of taste, not the salt.



DISTINGUISHING FEATURES

THE DISTINGUISHING FEATURES OF BAUER PRODUCTS



- We do not use any filling ingredients such as flour, sugar, maltodextrin or starch. We focus merely on our high-quality ingredients which produce well balanced products and the appreciated excellent taste.
- NO aromas, NO lactose, NO gluten, or artificial additives such as monosodium glutamate, inosinate and guanylate disodium are added.
- The excellent taste of our raw materials and their gentle treatment need no correction.
- The well-balanced recipes of our products warrant very easy solvability, and a high yield (16 gr for 1 lt broth).
- The balanced and delicate taste permits a wide use for many different dishes.
- Our granular are unique: they derive from a very delicate and slow drying process at low temperature of the ingredients mix. The dried 'cake' is then granulated. Therefore we can say that "each granule contains all ingredients".

The result: our granular solve instantly and donate a superb taste.



BAUER CLIENTS

WHO ARE OUR CLIENTS?

- they are food lovers and health-conscious persons
- their age is between 30 and 50, younger than the average of the product targets
- clean ingredients labels are important for them
- they seek for a superior taste of their dishes, even at a higher price
- they have a higher purchasing power than the average
- professionals who look for healthy ingredients, easy to process, with excellent yield, and ingredients which warrant results with excellent taste.
- researches confirm that Bauer clients clearly recognize and appreciate the concrete differences of the results prepared with Bauer products.



RETAIL product overview

The Classics



The sauces



The organic spicy stock cubes



The organic products



RETAIL

THE CLASSICS

BROTH STOCK CUBES AND GRANULES

The **Bauer Stock Cubes**, with the flavours Vegetables, Meat, Fish, Chicken and Porcini Mushrooms, are prepared by mixing **selected vegetables with precious meat extracts, yeast and vegetable extracts.**

The **Bauer Granular** are products for instant broths and for flavoring dishes.

The special production process that Bauer adopts in the preparation of its very delicate granular, guarantees **immediate solvability** and maintains the authentic flavours of the selected **vegetables, harmoniously combined with precious meat, vegetable, fish, Porcini mushrooms and chicken and yeast extracts.**



RETAIL

ORGANIC PRODUCTS

BROTH STOCK CUBES AND GRANULES

The **Organic Bauer range**, consisting of **stock cubes and granules**, represents nature and authenticity. The products are made only from certified raw materials and yeast extracts of biological agricultural origin, subject to strict and careful controls.

The **Bio certification by CSQA** is a guarantee of authenticity of all organic Bauer products.

The range of biological Vegetable, Meat and Chicken granule stock cubes has been enhanced with the **tasty Miso stock cube**.



RETAIL

ORGANIC SPICY STOCK CUBES

A TRIP THROUGH THE FLAVOURS OF THE EAST

International cuisines have become trendy since years and have introduced the fashion of using spices also for our traditional dishes.

As a reply to this trend, confirming constant attention to market requirements, Bauer created a new range of **organic stock cubes with spices**: a trip through the flavours of the East with **ginger, turmeric, curry and saffron**.

Precious spices for flavoring ethnic and traditional recipes in a modern manner.



FOOD SERVICE product overview

The Granular



FOOD SERVICE

The sauces



PROMISE TO THE MARKETS

BAUER'S PROMISS TO THE MARKETS

We aim to contribute to a sustainable and profitable growth of the category on the premium level, with superior quality, excellent taste and healthiness.

We look for close cooperation with our trade partners with whom to share our values, with the high common goal to enthusiast consumers and professionals for Bauer.



BAUER IN ITALY.



MARKET POSITION BAUER IN ITALY

- **6,7** millions € turnover in 2020
- Bauer is the **3rd player** in the segment of stock cubes, after Knorr and Star.
- Bauer is **quality market leader** in the segment of organic products.
- Sales channels: national and international quality retail channels and food service channels.
- geographical coverage: all Italy
- wide and innovative assortment



BAUER IN ITALY



COMUNICATION CAMPAIGN BAUER 2021 IN ITALY

- Goal of the communication campaign 2021: reinforce awareness of the BAUER brand and products, and continuously increase the number of consumer.
- Campaign focus: communicate Bauer's constant quality attention and choice of best raw materials as secret of superior quality.

ELEMENTS OF THE CAMPAIGN 2021:

- PRESS CAMPAIGN in the most specialized food magazines
- Constant UPDATES of the WEBSITE and the BAUER BLOG
- PR DIGITAL ACTIVITIES with food bloggers
- TV campaign aired on LA 7 in spring and autumn
- MERCHANDISING ACTIVITIES with displays
- IN STORE ACTIVITIES with product tastings

INTERNATIONAL MARKETS



POSITION GOALS OF BAUER ON THE INTERNATIONAL MARKETS

quality leader in the segments of stock cubes and helpers
unique market position in the segment of granules.

STRONG USP'S BAUER ON INTERNATIONAL MARKETS

100% naturalness of all recipes

excellent taste quality

superior wholesomeness

Italian recipes as expression of the excellent Italian cuisine



INTERNATIONAL MARKETS



INTERNATIONAL PARTNERSHIPS

The international partnerships between Bauer and its partners are based on a shared quality philosophy and a focused premium market approach.

Together with its international distribution partners Bauer collaborates with premium distribution structures:

- retail chains, specialized retail organizations, specialized food stores
- Foodservice, Catering and HoReCa channels.

BAUER TARGETS WORLDWIDE

- Food lovers, consumers who recognize and appreciate the superior quality and the naturalness of Bauer products.
- professionals of the premium food service channels.

INTERNATIONAL MARKETS.

TRADEMARKETING ACTIVITIES BAUER WORLDWIDE

International partners carry out successfully trademarketing activities with the Bauer brand with focus on

- product training to sales teams and trade partners
- merchandising activities with Bauer promotional materials
- instore activities with product tastings
- PR articles in specialized magazines and social media
- PR activities with food bloggers and cooking schools
- connection of the partner's website with Bauer's website.

Bauer supports its international partners in their trademarketing and communication activities, on base of shared plans and goals.





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Thank you for your attention and your feed back!

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