

Bäckerei Kindermann-a sustainable handcraft bakery

The bakery Kindermann is a small handcraft bakery in Nienburg. The company is founded in the year 1874 and still AT the same place. The company is family-owned for 5 generations.

They produce rolls, bread, cake and other typical bakery products. They use their own sourdough. The bakery's famous product is the handcrafted stone oven bread. They produce it since the company was founded. They have a special stone oven to produce this product.



This company is a typical German handcraft company. The bakery products are sold in only one shop. A few products are delivered to restaurants in Nienburg. The delivery area/distance is max. 10 km. The company employs 9 people, 4 of the employees are family members.



Marina and me we visited the company and the owner Boris Kindermann told us a lot about the history of the company.

Sustainable development in the company

Sustainable development and protecting the environment are very important subjects for Kindermann. Raw material and resources are used to their full efficiency. Kindermann built a new oven last year. In the same time the oven company renewed the system of the 30 years old oven. Both ovens are now saving more than 30% energy.



A view inside the bakery. On the left side you see the old stone oven and on the right side you see the new oven.

Benefits of sustainable development

Sustainable choices have also brought the company financial benefits. The new ovens saves energy and so they save money. The new oven system keeps the heat in the oven because they are better isolated. Now the production room isn't heated up so much. This is a benefit for the workers especially during the summertime.

Marketing and branding

Advertising is a perfect way to show that the company takes sustainability in consideration and it shows the company's values to the customers.

Last year Mr. Kindermann renewed his website. Now the customers can order and pay the products on his website and pick them up in the shop the next day. This is progressive for a bakeries in Germany. A bakery in this size mostly do not have their own website.

<http://www.baekerei-kindermann.de/>



Future

The next step for the company is to renew the refrigerators and deep freezers. Here they also can save more energy.



Mr. Kindermann wants to buy a roll's slide this year. If you buy products in a German bakery most products are unwrapped. By law the company is not allowed to put the products directly in the bags of the customers. So, all products must get packed in paper bags or plastic. With this roll slide the customers can bring their own bags and the rolls slide into the bags. this way they are saving paper, plastic and a lot of money.