

The Anniversary Magazine for Gourmets

Delicious

The Bachmann Trust

Anniversary project for cultivating sustainable cocoa

If bread could smile ...

What makes Bachmann bread different

“La vie en rose”

Looking at the world through rose-coloured glasses for a few moments of bliss



120

JAHRE · YEARS

Confiserie Bachmann
celebrates
an anniversary!

At the source of chocolate

Unique the world over: “Flowing Chocolate Wall”



Bachmann
Since 1897



The third and fourth generation
A passion

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Cover picture: Juliane Bachmann in front of the “Flowing Chocolate Wall” in the specialist store on Schwanenplatz in Lucerne.

Preface

Dear gourmets



Welcome to the world of Confiserie Bachmann

For 120 years now and four generations, our family company has provided bread, fine pastries and specialities of the very best quality. Our bakery at the very heart of Lucerne produces more than 500 different fresh products every day for you to enjoy in accordance with established tradition, using recipes handed down through the generations and state-of-the-art technology. Wherever possible, we use regional products. More than 478 employees work for you every day in the bakery, administration, delivery and in our 19 specialist stores.

This magazine takes you on a journey through our 120-year history – take a look inside and you may be surprised at what you find! Thank you for your custom. Your trust and your good taste are our motivation for the next 120 years. We would like to thank you with all our heart.

Gourmet greetings, Family Bachmann

Raphael Bachmann

Raphael Bachmann

Matthias Bachmann

Matthias Bachmann

120
JAHRE · YEARS

Bachmann – since 1897

And this is what was happening in 1897:

Vienna's Giant Ferris Wheel on the Prater was taken into operation.

A one-kilo loaf cost 38 rappen.

The “Goldvreneli”, the most well-known gold coin in Switzerland, came into circulation.

Foundation of the Bäckerei Bachmann.

The invention of the diesel engine.

The first Swiss football championship was held.

The first “Lucerne Daily” newspaper was published and set the course for the media landscape in Lucerne.

The novel “Dracula” was published.

The Boston Marathon was the first marathon outside the Olympic Games (with 15 athletes taking part).

In 2017, Confiserie Bachmann is celebrating its 120th anniversary. In 1897 Anton Bachmann took over the Bäckerei Stadtmühle in Sursee (in the picture below) and thus laid the foundation stone for today's success story.



Think pink – the history of a colour

We were already pink before the colour was associated with sweet things and, unlike today, in an age where no man would voluntarily carry a pink bag. Nevertheless, we stuck with it and simply put up with people's indulgent smiles. Today, people envy us for our consistent, long-term colour marketing.

A five-year-old boy was asked by his mother: “Did you see the funny pink car drive past?” Even though he could not read, he knew immediately: “Mum, do you mean the Bachmann car?” And he is right. Pink is not pink, pink is BACHMANN. Everybody knows that!

Evolution of a culinary brand



1897



1936

Raymond Bachmann

1965



1976



1998



since 2006



*Tradition
with a future*



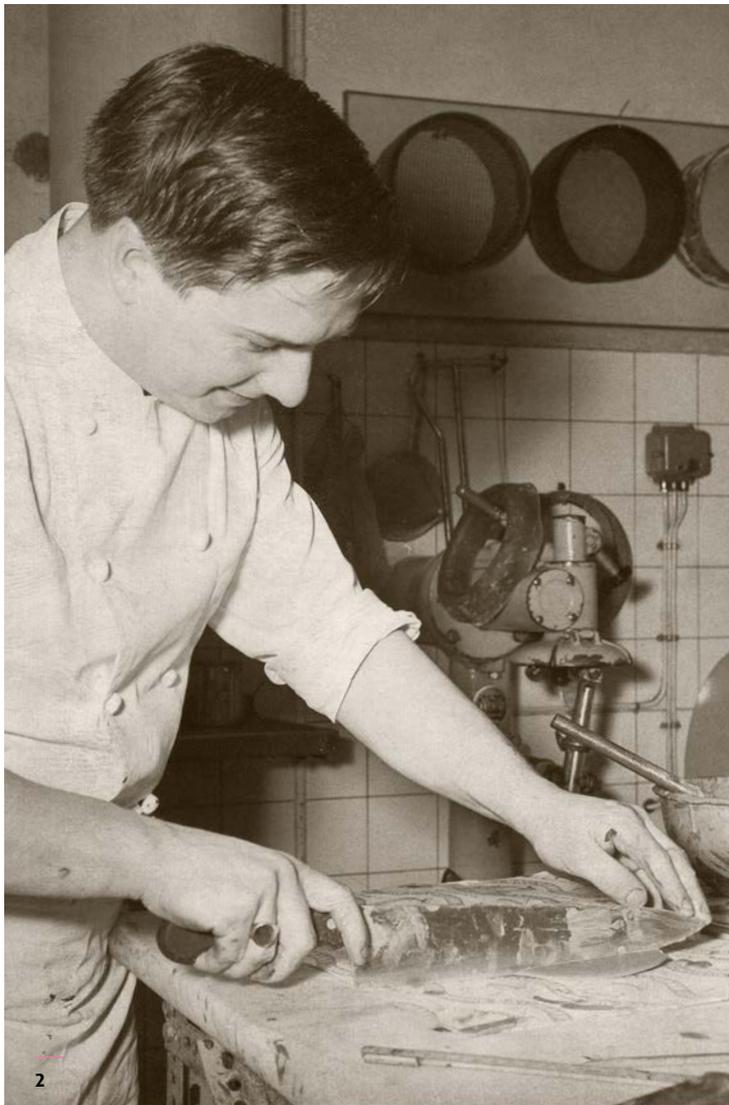
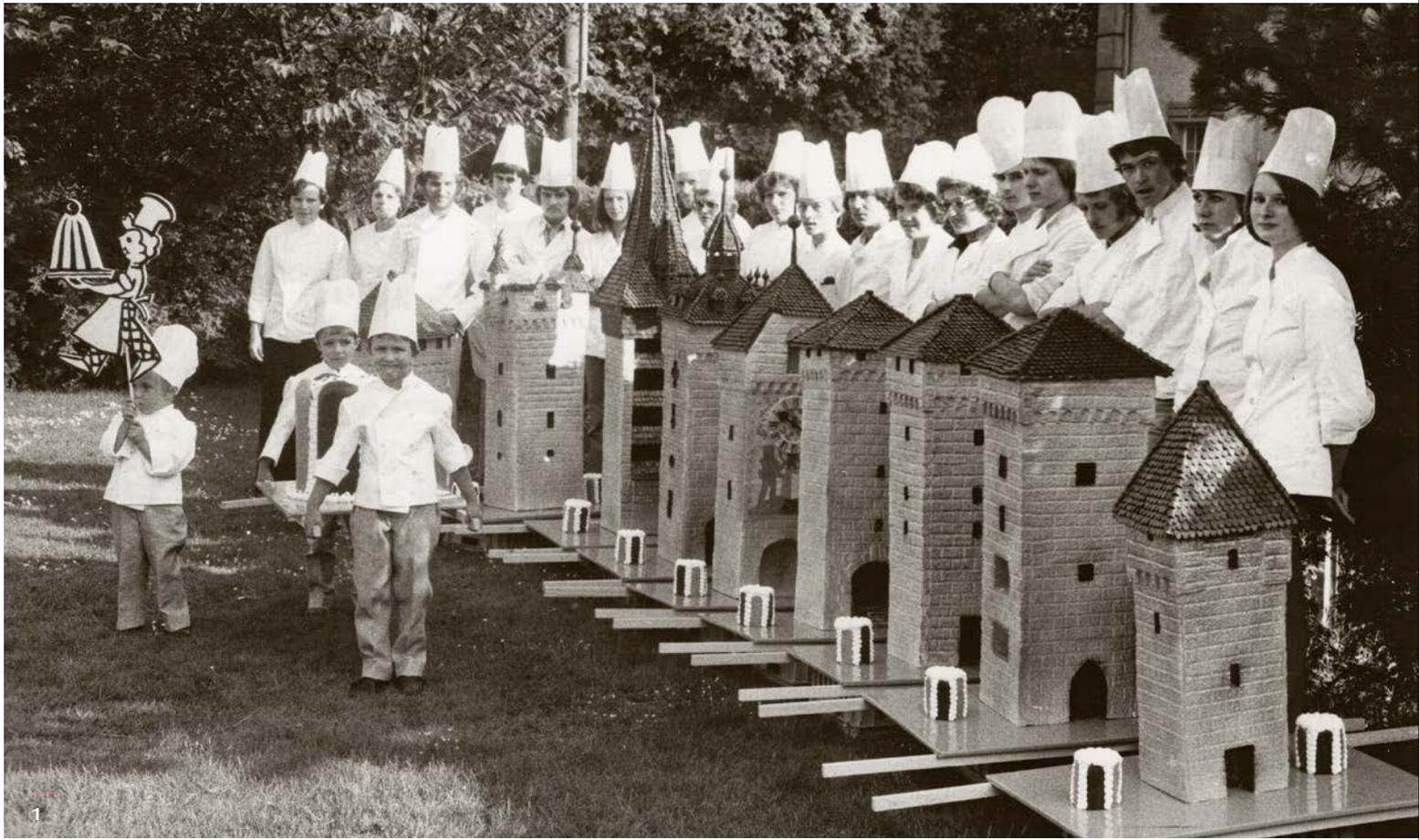
*For 120 years now,
the Bachmann family has lived and
breathed baking.*



BÄCKEREI LEBACHMANN CONDITOREI

Konfekt

Zwieback



*Times may change,
good craftsmanship does not.*



How it all started

Raymond Bachmann, born in Lucerne in 1936, can tell us a lot about how it all started: “In 1897, Anton Bachmann, my grandfather, took over the Bäckerei Stadtmühle in the old town of Sursee (see the picture on page 5). Back in those days, the farmers brought you the flour and the bakers made it into bread. The farmers paid the baker a baking salary for the bread, but often not until the end of the year. Bread and other baked goods were taken to the farms in a horse-drawn cart. Because he was so annoyed about the farmers’ poor payment practices, my grandfather sold the bakery in Sursee and, in 1934, bought the “Bäckerei auf dem Wesemlin” at Mettenwylstrasse 11 in Lucerne (see the pictures on pages 6/7).

It was a completely different story in the town. Customers who wanted to buy something came to the Wesemlin-Bäckerei-Konditorei. Thanks to an exquisite range of special breads and pastries, the district bakery developed very well. Even back in those days, customers appreciated good quality and traditional craftsmanship.

In 1935, my grandfather became the last deceased in Lucerne to be carried to his place of rest from Wesemlin to Friedental on a horse-drawn cart with the mourners walking behind.”

1 In the garden of the Wesemlin bakery in 1975: the Museggmauer as a showpiece. On the left in the picture Raphael and behind Matthias Bachmann.

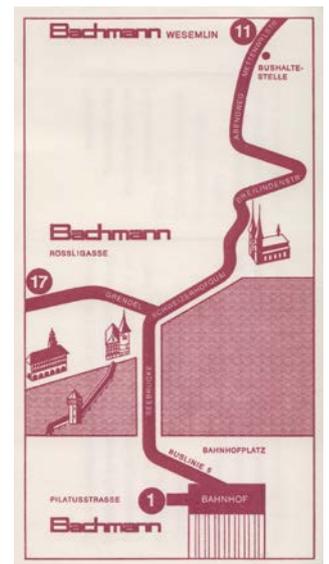
2 Raymond Bachmann and his great love: the confiserie.

3 Bread weighing one kilo, straight from the oven of the Wesemlin bakery.

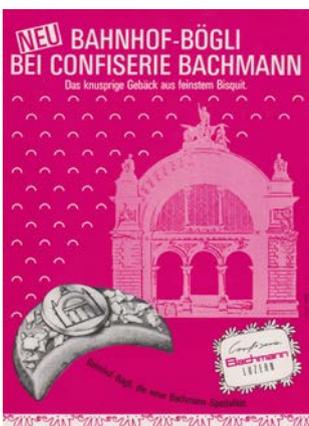
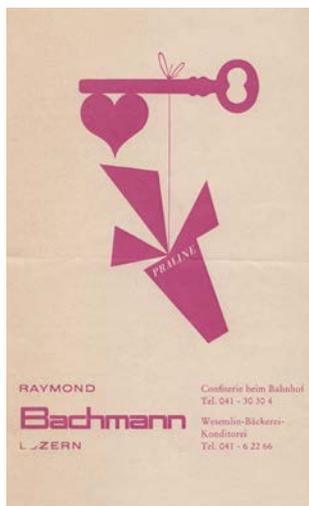
4 Patisserie on Rössligasse in 1968. Still there to this day.

Confiserie in the Monopol

In 1962, Raymond Bachmann opened his first branch in the Hotel Monopol. He had always been particularly taken with the confiserie side of the business. With traditional recipes and elaborate new creations, he knew just how to tempt the taste buds of people of all ages. He was soon able to open further specialist stores. The Confiserie Bachmann became the very best in pastries in Lucerne and the surrounding area.



Ads, calendars and packaging from former times



Growing up in the bakery

In 1969 Raymond Bachmann married Margrith Bieri. Their first son Matthias (born in 1970) successfully qualified as a pâtissier-confiseur in the renowned Confiserie Roggwiler in St. Gallen as well as completing a second qualification as a state-certified businessman with an academy diploma. Their second son Raphael (born in 1972) first completed an apprenticeship at top Bern Confiserie Beeler before taking a second qualification at the specialist bakery and patisserie school Richemont in Lucerne. Matthias and Raphael both then spent three years abroad gathering valuable international experience at famous patisseries in Europe, Asia and the Middle East. In 1997 they both started working in their parents' business.



Matthias Bachmann discovers the flour.



Raphael Bachmann's first "chocolate bunny love".

The company is now being run with great passion by the fourth generation of the family, with Matthias and Raphael Bachmann. With more than 478 motivated and proficient employees, the Bäckerei-Confiserie Bachmann is today one of the top 70 most significant employers in Central Switzerland (source LZ 20.10.2016).

- 1 Raphael Bachmann practices "plaiting".
- 2 Raymond and Margrith Bachmann with Raphael and Matthias in the Wesemlin bakery.
- 3 Raymond Bachmann with the first delivery van.



Looking back over 120 years

1897 Anton and Katharina Bachmann-Kaufmann take over the Bäckerei Stadtmühle in Sursee. In the picture with sons Anton and Hans.



1934 Hans and Lina Bachmann-Huber, the second generation, take over the Wesemlin-Bäckerei.



1962 First branch in the Hotel Monopol.



1965 Business handed over to son Raymond and Margrith Bachmann-Bieri, third generation.



1968 Opening of the patisserie on Rössligasse.



1969 Opening of the Confiserie Gotthard in the then new "Gotthardhus".



1972 Opening of the Bonbonnière in the Lucerne station shopping precinct.



1976 Opening of the shop with tea room in the Emmen Shopping Center.



1983 Opening of the specialist store in the station subway.

1984 Opening of the chocolate boutique "au Cœur fou" on Weinmarkt.



1985 Guinness world-record-breaking gâteau for the tenth anniversary of the Emmen Shopping Center.



1986 The largest gingerbread house in the Emmen Shopping Center, again in the Guinness Book of Records.



1989 Opening of the new confiserie in the station precinct – the "Gotthardhus" location as well as two provisional arrangements were merged in one place.

Record cream slice for the Town Hall bridge for Mother's Day.



1992 Opening of Café Bachmann on Viktoriaplatz.

1997 The fourth generation, Raphael and Matthias, enter the family business.



The website with e-shop goes online at www.confiserie.ch.

2004 Lucerne station. Relocation and new build. Extension with integrated bakery.



History

2004 Opening of the patisserie/bakery/ confiserie in the Länderpark, Stans.



Opening of "Chocolate World" on Schwanenplatz with integrated bakery.



2006 Opening of the bakery/confiserie with cafe in the new Pilatusmarkt, Kriens.



Closing of the Wesemlin bakery.



Business handed over to the fourth generation, Raphael and Matthias Bachmann.



2007 Opening of "Pizza Pasta Panini" in Lucerne station.



2008 Total conversion and extension of the specialist store at Werkhofstrasse 20 with cafe and terrace.

2008 The Swiss Centre for Allergies, Dermatology and Asthma presents an award to Confiseur Bachmann AG.



2009 Opening of the confiserie/bakery in the Metalli shopping centre, Zug.



2010 Opening of the "House of Chocolate" at Alpenstrasse 9, Lucerne.



2011 Opening of the bakery/patisserie "Gleis 3", ground floor, Lucerne station.



The "Schutzengeli" truffles are born and launched.



Inauguration of the Bachmann Trust.



2012 Opening of the "Gelateria am Quai", directly on the promenade and on the shores of Lake Lucerne.



2013 From 1 January everything is produced with 100% green electricity.



2013 Opening of the specialist store in Sihleity, Zurich.



In Ghana, the Nana Korkor Daa JHS School is opened, funded by the Bachmann Trust.



2014 Opening of the specialist store in Shoppi Tivoli, Spreitenbach.



Winner of the Swiss Venture Club Award for Entrepreneurs.



Opening of the specialist store near the Lucerne Cantonal Bank on Pilatusstrasse.

2015 Re-opening of the lifestyle cafe "La vie en rose" at the existing location Viktoriaplatz. A long cafe/patisserie tradition is continued at this location.



Nomination in the EY Entrepreneur Of The Year competition, among the three finalists in the Family Business category.

2016 Opening of "Chocolate World" with cafe on Schwanenplatz, Lucerne, and the "Flowing Chocolate Wall".

Renovation of bakery/patisserie on Rössligasse.

2017 120th company anniversary.



Raymond Bachmann Pioneer of his trade

Raymond Bachmann took over the bakery and patisserie on the Wesemlin from his father in 1965. Under his management, the Confiserie Bäckerei Bachmann became a successful company with 19 specialist stores. In 1997 he handed over the management of the business to his sons Matthias and Raphael. Today, he is still an active member of the Executive Board and a valued consultant.

At the time, retail and trade were booming on the Wesemlin. Could you tell us something about the days of the “Wäsmeli” association?

Raymond Bachmann: I founded the association “Mir uf em Wäsmeli” (“Us on the Wäsmeli”) together with the other shop owners in the district. The aim was to make an information leaflet for the district and hold various events. This type of marketing was totally new at the time. For example, we organised breakfast on the Klosterplatz, we hid Easter eggs in the Wesemlin forest, we held competitions, and every business had one page in our brochure to publicise its own events. Basically we were trying to encourage people from the district to shop in the district. I always loved telling the children from the district about how bread was made.



Ten years of being the bakers’ guild master and now an honorary guild master – you weren’t just a leading figure for your own company but for the entire trade. What did holding this office mean to you?

In 1408, the bakers decided to found a guild and in 1874, the members of the guild sold the guild house. The guild was dissolved in 1875. In 1977, the Lucerne association of master bakers and patissiers bought back the guild house from its owners. In 1984, the bakers’ guild was revived by active master bakers to financially support the guild house. When the guild was newly founded in 1984, a guild master was elected as head of the guild. After master baker Otto Wagner and head of the vocational school Damian Schmid, the guild members decided to ask me to be guild master. After due consideration, I decided that I would like to hold this office. For ten years, I tried to inject life into the guild and create the expected financial funds that were needed to support the guild house. It was a pleasant and satisfying task and I experienced many professional and

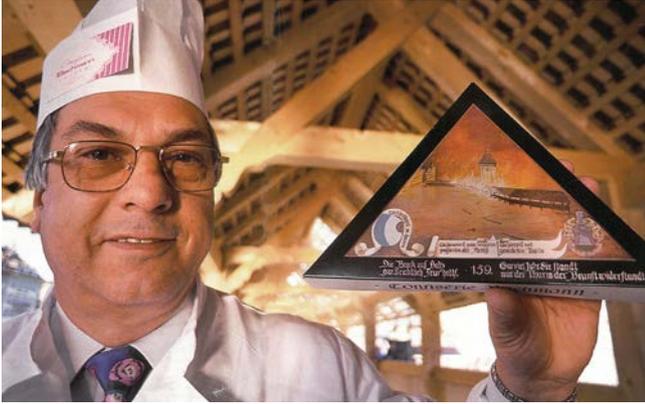


personal highlights and made some interesting contacts. The guild showed its gratitude for my extensive commitment by making me an honorary guild master when I left office. The last duty I carried out in the guild was when, together with my friend Peter Zai and guild secretary Annemarie Stocker, I spent a lot of time giving the guild book a new design. The book can be purchased in the Restaurant Pfistern or from the “Zunft zu Pfistern” guild.

To commemorate the fire on Chapel Bridge (Kapellbrücke) you launched special boxes of chocolates – this was something that was talked about all over Switzerland.

How did you come up with the idea?

In 1993, most of Chapel Bridge (Kapellbrücke) burned down. Naturally there was a huge media response to the loss of Europe’s oldest covered bridge. After all, this sightseeing attraction was and still is known all over the world. Most of the 158 interior gable paintings were lost to the fire. The famous Lucerne artist Alexander Scartazzini offered to paint the 159th Chapel Bridge painting, which I was then allowed to use as a template for a box of special chocolates in the same triangular form as



the pictures themselves. The box was a great hit and sold very well as a memento.

You had great success with the Europe gateau. Could you tell us the story behind that please?

I had a lot of contact with various well-known confiseurs. The subject of a united Europe moved me to create a Europe gateau. One of the ingredients in my recipe was the popular Cointreau. The recipe was sent to patissiers all over Europe and the com-



pany Cointreau organised an exhibition with a competition in many towns. In each case, a Europe gateau had to be made. With support from Cointreau, I organised an exhibition for Switzerland in Lucerne in what was then the Lucerne Kunsthau. It was a great success. The winners got to spend a week in our company.

Why was the bakery moved from the Wesemlin to Werkhofstrasse (now Tribtschenstadt)?

In 1980, a number of employees came to me to talk about the lack of space in the bakery. At that time we already had seven specialist stores (Rössligasse, "Gotthardhus", Emmen, Wesemlin, Hofkirche, Monopol, au Cœur fou). We had confiserie production and the storeroom in the next building. We had to cross the road with the finished pralines, which led to a few tricky, even dangerous situations. I asked the council whether there were any premises I could rent or whether there was any building land for sale. Just two weeks later I was given an appointment by the then head of finances and president of the town pension fund, Armand Wyrsh, to view premises of 3,000 m² at Werkhofstrasse 20. The premises had been built in advance by the pension fund for the planned university. But these rooms were in fact not being used, as a referendum in 1978 had put paid to the plans. I had a look at the premises in 1979 together with my father Hans Bachmann and was quite taken with the two 1,500 m² facilities. Particularly the practical location close to the station and the good access roads ultimately clinched it. On Saturday 30 August 1980 we moved the bakery. On that Saturday, we baked until 10 a.m. in the old bakery. Then we moved all the machines over the weekend so that we could start work promptly at 2 a.m. on Monday, 1 September 1980 in the new bakery at Werkhofstrasse 20. Unfortunately my father never saw the move, as he died in January 1980.

In our very first year, some of the employees wanted to move back to the old bakery; they found the new premises much too big and the distances they had to cover in production too long. But the positive development of the company meant the new premises were soon full and specialists from all over Europe came to visit the bakery.

You have even delivered pralines to America - no doubt there are some exciting stories about that.

We came into contact with the upmarket department store chain "Neiman Marcus" in America through a broker, Marcel Köpfl. In 1985, we had a contract to deliver eight tonnes of pralines a year. For the launch and to raise awareness of our brand I travelled to America for two weeks and covered the pralines myself by hand, then distributing them to the customers so they could try them. I often had a queue of 50 people waiting to try a fresh praline. In San Diego, there were customers who



had heard of Lucerne and even our company. In San Francisco, “Neiman Marcus” had opened a new branch on Union Square. On the very first day, 60,000 customers came to see the new store. The number of people inside had to be regulated, with people only being allowed in when a sufficient number had actually left the premises. Four beefy doormen in uniform kept things under control at the entrances.

Two years later, we received a message from Dallas saying that a consignment of two tonnes of pralines had melted because Lufthansa no longer had cooling facilities. We had to replace the goods within two weeks. That was too much for our small workshop. This meant we did not have enough goods in our own stores. We decided to stop delivering and instead concentrate on our own stores.

You even got an entire astronaut crew from NASA to write their autographs with glaze spray. How on earth did you manage that?

Astronaut Claude Nicollier was due to visit the Swiss Museum of Transport in Lucerne with the NASA crew. The then tourist director Kurt H. Illi came to me and asked me to do something a little different for these very special visitors. We mounted a chocolate spaceship on the Spreuer Bridge and we asked the famous astronaut to sign it with chocolate. We gave him smaller chocolate rockets to take back home with him for his friends and family as a memento.

You have always put considerable effort into making extraordinary things possible. Such as the biggest birthday cake in the world for the Emmen Shopping Center. You even made it into the Guinness Book of Records with the



cake. How did that happen?

We were tenants in the Emmen Shopping Center with a store and cafe. The director Josef Esterhazy said he would like nothing better than to have a massive birthday cake for the centre's tenth birthday in 1986. And we made him an 18-tier cake that stretched over all three floors. The cake was made during opening hours in the centre with customers looking on. The tiers were lifted onto the cake one by one by two forklift trucks. The next day, the cake was shared out among 12,000 visitors. Our record for the Guinness Book of Records was confirmed.

One year later, the centre management wanted a gingerbread house for Christmas. And the centre's Santa Claus was to be able to welcome children into the gingerbread house. That project required precise planning with a wooden substructure we could cover with gingerbread. The gingerbread house was eight metres tall and it had to be ensured that the gingerbread that was given to the children was still edible. The whole thing was checked and confirmed by lawyers so that we could be sure of getting into the Guinness Book of Records.



Your specialist store “au Cœur fou” was also well known far beyond the city limits. How did you have the idea and what was the motivation behind having such a shop?

Pralines and chocolate specialities have always been popular gifts. In our chocolate boutique “au Cœur fou”, we had a very exclusive range of different gifts which naturally were always combined with our very own exquisite chocolate specialities. In a workshop specially created for the purpose, we designed very elaborate packaging and window decorations always tailored to the particular season. These too were well known far beyond the city limits. In “au Cœur fou”, we were able to let our creativity run wild.

The change of generation, which can sometimes be a little difficult, does not seem to have caused you any great problems. How would you describe this time yourself?

My wife and I never found this change of management in the business a problem. It was only natural for us that changes should come and that our sons would bring new ideas and experience to the business. We have been able to follow the positive development every day and have also been able to contribute our experience. From year to year we felt the influence of our sons increase and they gradually became more and more accepted by the employees. It is wonderful to be able to see a takeover unfold so positively and harmoniously.

Was it always a given in your family or, to put it another way, did you expect your sons to take over the business?

We let our sons choose their own career path and would have supported them had they chosen a different profession. If you are self-employed you really have to love your job and be absolutely convinced of what you are doing otherwise you will rarely have any success. It was clear to Raphael in particular at a young age that he wanted to become a baker/pâtissier. Matthias took a little longer over his decision but was then absolutely convinced when he ultimately decided to take up the profession. Naturally we are very happy that both our sons chose our profession and that they continue to run our business successfully whilst enjoying every minute of it.



Where did you get all your new ideas from?

The inspiration for new ideas always came spontaneously through contacts or events. Say a female Swiss skier got a gold medal, we would spontaneously make a golden girl thaler. And of course our loyal customers also gave us new ideas.

How many apprentices did you train in your career as a master confiseur?

In the 35 years that I was in the business, it was around 180 apprentices.



“We owe everything to them!”

Raphael Bachmann on his parents

“During my apprenticeship and my travels, I developed considerable expertise and gathered important life experience. But the love of the profession, the desire to repeatedly make the impossible possible and the capability to communicate with people, to respect and encourage them – all these things I learned from my parents. We owe everything to them!”

Matthias Bachmann on his parents

“My parents were in contact with specialists all over the world, from Belgium to Spain, and from Japan to America. They are positive, very open people and are always looking for ideas and ways to improve things. When we went on holiday with the family, we didn’t only look at the famous sights of a particular country, but also at the best patisseries. Effectively my brother and I were involved in the business and the trade from being in the cradle. My parents always had a vision and good employees at their side.”

The parents Margrith and Raymond ran the business for 35 years and expanded the company incredibly over this time.





The **4th** *generation*

Age supporting youth.

Generation change

The change from the third to the fourth generation took place like clockwork. “We did not have to put our energy into fighting and being churlish but were always able to work for the good of the company and invest our energy in the future. We are still benefiting today from the experience and corporate networking of our father,” explain Matthias and Raphael.

The two brothers’ secret recipe:

“We get on like a house on fire!”

Matthias and Raphael grew up together in their parents’ district bakery between sacks of flour and baking shapes. Both learned the profession from scratch.

They spent years apart during their training and during spells abroad gathering experience. The great culmination of this time apart was the year they spent together in Japan before they both started in their parents’ company in 1997.

1 Raphael and Matthias Bachmann and their first independent baking attempts in 1978.



*“After all, we grew up
in a district bakery amongst
sacks of flour,
baking shapes and whisks.”*

Matthias Bachmann

“We always felt that our parents being self-employed was a very positive thing.”

Matthias and Raphael Bachmann, taking over a parental business is simply not an option for many people. But since we are talking about a confiserie here, you probably never hesitated ...

Matthias Bachmann: It's true that we fell in love with this wonderful profession at a very early age. We grew up in the district bakery on the Wesemlin amongst sacks of flour, baking shapes and whisks. The bakery was our home. We lived upstairs from where the baking was done. That is why we have such a close connection to the company and the profession itself.

We also always felt that our parents being self-employed was a very positive thing. We would like to mention at this point that our parents too were extremely successful in their career and are still seen as pioneers in the branch today. Our parents exemplified entrepreneurship to us perfectly. We found out at an early stage what it meant to work successfully, about the respect you should have for your employees and about the obligations that success brings with it. But our parents never tried to influence us in a choice of career. Even today, our parents are still our greatest role models. To succeed, they had to take professional risks the likes of which we haven't yet had to take. And we respect them incredibly for that.

What was the most important thing that your parents passed on to you?

Raphael Bachmann: As Matthias already mentioned, our parents and their life mission are very much still major role models for us today. Both as entrepreneurs and quite simply as people. During our training, we met countless bosses and company owners all over the world. But in terms of how to put your visions into

practice and, in particular, how to treat people, appreciate them and lead them, these are all things we learned from our parents. They generously invested in our training and financed our time abroad. We never had to depend on a salary and were therefore able to work in the best companies where we could also further our training. We learned foreign languages and had the opportunity to become acquainted with and

come to terms with various cultures. And that is something that makes us what we are today. In the Swiss service industry, you automatically give jobs to people from other cultures. To be able to understand them, you,

as the boss, have to have had similar feelings yourself. And we learned that during our years of travel.

Matthias: Just like today, the profession was the focus at the district bakery where we grew up. It's a great help that we not only trained as bakers but as patissiers/chocolatiers, and that we learned the job from scratch. Of course you can lead a company today simply as a manager. But we are patissiers. And that is why we like being seen in our professional clothing. The products are the heart of our company. What we have achieved today would not have been possible without the dedication of four generations. And it's all the nicer when you can continue on a basis that has already been established and not actually have to start from the beginning.

A lot of companies in the food industry keep their recipes secret, almost worshipping them. What is the situation here? What are your secrets?

Raphael: Recipes are without doubt the basis of a good product. We have outstanding and very traditional recipes. But still you

“When dealing with food, the best recipe is only average if the goods are not fresh.”

Raphael Bachmann



© Plus Amrein, Luzerner Zeitung

*“Of course you can lead
a company today simply as a manager.
But we are patissiers.”*

Matthias Bachmann

shouldn't overemphasise the importance of them. Besides, a "hidden" recipe does make everyone want to have it. Particularly when dealing with food, the best recipe can only ever hope to be average if the goods are not fresh. So I suppose the most important secret is therefore our uncompromising freshness concept. We deliver goods to our specialist stores several times a day. In fact, anywhere up to six times. In our trade, deliveries are normally only made to shops once or possibly twice a day. And then of course there is also the fact that we make things by hand: Until there is a machine with ten fingers that is capable of having the "feel" a qualified baker/pâtissier has, we will stick to doing things by hand. And the greatest difference for a long time now: our employees. For years we have been a well-rehearsed team showing great passion and commitment. Without our employees, the development of the company would never have been possible. We make no compromises when it comes to raw materials. In this point, and only in this point, there is a basic hierarchical principle. What my brother and I don't eat ourselves is not processed, never mind sold.

We define our values in aspects such as customer satisfaction, employee satisfaction and quality, and in future we will do only what we can do better than the rest. We bake with passion.

You cannot just mix ingredients. The recipes are important but they are not decisive: You have to like the customers and respect them to be able to bake exceptional quality for them day in, day out. We see our greatest challenge as keeping one step ahead of industry and the competition and ensuring our premium quality keeps its value and tastes noticeably better to the consumer. As we will continue to make things by hand, you cannot have anything better than qualified employees, whose encouragement, training and satisfaction are of great importance to us. We will have to make further investments in terms of energy transition and also sustainability.

*"We bake with passion.
You cannot
just mix ingredients."*

Raphael Bachmann

Bachmann is now well established on the market.

Have there been any sticky patches?

Matthias: The company has grown considerably and has been shaped by many changes. Today there is no such thing as absolute security, but neither of us has ever bothered about being responsible for corporate risks since we were always both totally convinced of what we were doing. This gave us the necessary security and underlined our conviction that we were doing the right thing. A lot of people we went to college with ask us how we managed to transform the district bakery into one of

Family recipe! The 3rd, 4th and 5th generation joining forces in the bakery.



the three largest commercial confiseries/bakeries in Switzerland. Today we can say that the development is unique in our sector. But there are no free lunches. You don't get anything for nothing. We work a lot and we work hard for our success.

What are your next steps? Where is your journey likely to take you?

Matthias: The magic word is innovations. They have guaranteed the success of our development and will remain our lifeblood and means of survival. It is thanks to them that we have been able to grow fourfold in recent years in a market that is actually saturated. When we started working for the company in 1996, revenue with ice-cream was virtually zero, apart from a few meringue/ice-cream gateaux. Today we produce more than 70 tonnes of ice-cream a year. The ice-cream market was and will be dominated and determined by industry. With our natural recipes and a maturing process in manufacture, we were quickly able to win over lots of ice-cream lovers because they obviously notice the difference. This is an example of what is possible in an industry-dominated and saturated market.

Raphael: Extending the specialist stores is also a matter of great personal importance to us. In 1998, we created the first feng-shui bakery in Switzerland. It's usually a subconscious decision as to whether a customer decides to enter your premises or not. Your products can be as good as they like: if they are not illuminated and cooled correctly, or if they can hardly be seen, they are not bought.

Matthias: Innovation promotes corporate development and customer loyalty. And it is with innovation that we can practice our wonderful profession. Innovation development is secured with customer requirements, the passion of the employees and good, targeted marketing. The promotion lies in direct and uncomplicated management and decision-making within the company as well as an exhaustion of the possibilities. It is only when everything fits together that we can offer our customers the desired value added. That is what makes us unique.

Bachmann management – the extended family

We are proud to say that we can count on lots of very experienced employees over and above the members of our family. They invest just as much passion in our company as we do, we trust them one-hundred per cent, and they all work independently in their own particular area of responsibility and continue their development. At managerial level, these people are Daniel Weber, production manager (in the company since 1997), and Jacqueline Di Marco, head of Sales (since 1998 in the company).



From left to right: Daniel Weber, Juliane Bachmann, Raymond Bachmann, Raphael Bachmann, Jacqueline Di Marco, Matthias Bachmann.

“We all have a common goal.”

As a management team, we have all travelled on the same path of expansion together over the last 18 years. Together

we have sweated, toiled, planned, fought, made up, laughed and celebrated, and had to cope with setbacks. But one thing has not changed to this

very day: We all have a common goal. This goal unites us and is the basis of a successful shared future.

We are Bachmann



We are Bachmann.

I've been working at Confiserie Bachmann for 12 years now in a slick-running team. Basically, you feel like you're working in a big family.



Domicilia Silva Carepo
Packer



Zhujun Kaufmann
Accountant



Tanja Amberg
Retail assistant EBA

I did my apprenticeship as a retail assistant EBA at Confiserie Bachmann and have now been working here for more than 8 years. Much of my free time is devoted to carnival music ("Guggenmusik") and I'm really looking forward to Mardi Gras.



Rohit Mehra
Chauffeur



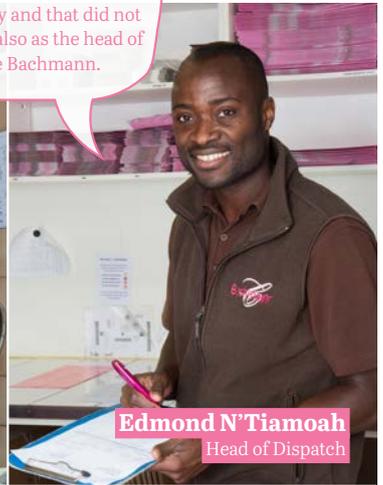
I've been at Confiserie Bachmann for 19 years now. Since I love cooking and baking, I was able to turn my hobby into my profession in the company.

Gorica Kostovic
Head traiteur



During the season 2005/2006, I scored 17 goals for FC Lucerne and thus played a major part in promotion up to the next division. I had a fierce, tenacious style of play and that did not just help me in football but also as the head of Dispatch for Confiserie Bachmann.

Sergio Esposito
Facility manager



Edmond N'Tiamoah
Head of Dispatch



I came to Switzerland from Denmark with my wife, Else Rindom, having qualified as a baker-pâtissier. I've perfected my craft since then and have now qualified as a head baker-pâtissier. I've been working at Confiserie Bachmann for more than 14 years now and I'm responsible for quality management.

Carsten Rindom
Head of Quality Management and production manager



Eugenie Nicoud
Social media and online marketing expert



Silvio Miazzo
Chef



Dominic Egli
Graphic designer



Mirzet Vuckic
Head of Technology



Alisha Hüsler
Administrative employee EFZ
Trainer KV

We started our apprenticeship as administrative employees together, finished together and then stayed. Rather than just being colleagues, we've become good friends. And that makes our daily work even better.

Demi Tschümperlin
Administrative employee EFZ
Office manager

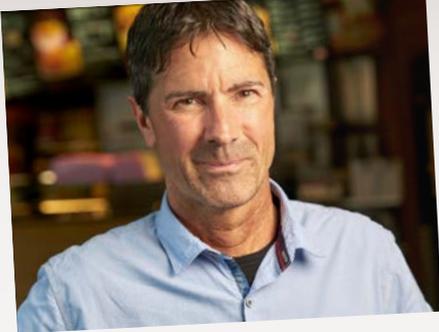
I've been at Confiserie Bachmann for 18 years now. I worked my way up from apprentice to retail specialist to area manager. Even after 18 years of working here, I still cannot resist the "Vermicelles" and ice-cream.



Vlatko Iliev
Retail specialist
Head of Sales

The confectioner as an employer

Confiserie Bachmann is one of the largest employers in its trade in Switzerland and is one of the most important companies in Central Switzerland. Reto Tschümperlin, head of Human Resources, gives us a glimpse behind the scenes where FAIRness and ethic behaviour play an important role.



Reto Tschümperlin is responsible for personnel. He has worked for the company since August 1998.

Mr Tschümperlin, more than 478 employees work every day in production, administration, dispatch and in the 19 Confiserie Bachmann specialist stores. What is so attractive about working in your company and how do you manage to inspire young people to pursue your craft?

Reto Tschümperlin: “Promote and encourage” is the key to success. Year in, year out, we pay the training

costs for lots of motivated employees from different professions and that is something that employees appreciate. Our constant growth means we have a range of positions cropping up and special vacancies to fill. Finding and recruiting the best people who fit in with our philosophy is very interesting and also particularly challenging.

Products that spread joy and are loved and appreciated are the result of the networked collaboration of our employees working in the various areas. You need passion and a love of detail every day so that the quality is just right in all our departments. Positive feedback from our customers creates incredible motivation in our slick-running team and at the same time is a driving force for our employees. As we will continue to make things by hand in the future, you cannot have anything better than qualified employees, whose encouragement, training and satisfaction are of great importance to us.

You currently have 48 apprentices learning different professions. There are many companies currently complaining about the costs of training apprentices. How do you see this situation?

Working in craftsmanship, we really need well-trained specialists. We are lucky enough to have the support of employees who have worked for the company for a long time, and who did their basic and further training with us or in other companies. Our expertise and methodological skills mean we can fulfil the high demands of our customers and thus enjoy long-term success. And that is why we want to make it possible for young people to learn a trade from scratch. Every year, we are able to offer a large number of qualified apprentices a full-time position and many of them take us up on the offer. That shows us we are on the right track and we will therefore continue to train apprentices in the future.

Alongside that, we have been collaborating with the Brändi Foundation, Caritas and other organisations for more than ten years now to integrate people with disabilities. We take our responsibility towards society very seriously and therefore make what we deem to be appropriate contributions.

The quality of the workplace is very important for dedicated employees. What can you tell us about that with regard to Bachmann?

Due to our very strong growth, we have had several major challenges with regard to the usable workspace, particularly at the central facility. With well-thought-out planning and continuous expansion of adjacent workspaces, the workplace situation has improved considerably in recent years. With major investments in production, office and recreational spaces, in technical devices, plants and in the specialist stores, we have been able to create palpably more pleasant working conditions. With our freshness concept, entailing daily production and subsequent deliveries as well as state-of-the-art baking techniques, we have been able to considerably reduce the amount of night work and improve work time.

What are the challenges that have to be overcome in your everyday work?

We always have time to lend an ear to employees, also outside of the annual appraisals, so we can talk about any issues and problems directly and openly. The management and Human Resources support and accompany the line managers in difficult situations. We set great store by respectful dealings with one another. We have people

from 35 different countries working for us. And our focus is always on the individual.

Anniversary

Some employees were loyal to our company for their entire professional life and made a major contribution to the success and development of the company. We owe them our gratitude and respect.

Ernst Müller 45 years

Heidi Camponaro 40 years

Horst Wittmann 40 years

Edith Keller 36 years

Maria Blanco 35 years



Ernst Müller at his final apprenticeship examination in 1968 with his proud instructor: Raymond Bachmann.



Ernst Müller before retiring in 2014.

We are proud that today we have so many experienced and loyal employees who have accompanied us on our journey for so many years now.

Reto Kym 29 years

Stojko Gligoric 27 years

Chandramohan Nallajah 21 years

Daniel Weber 20 years

Zeljka Maros 20 years

Gorica Kostovic 20 years

Jacqueline Di Marco 19 years

Iva Kraljevic 19 years

Reto Tschümperlin 19 years

Facts & figures

478
employees

48
trainees

35
nations are represented
by our employees

3x
more employees in
the last 10 years

19
specialist stores at 16 locations

100%
family owned

Become part of our success story!
We look forward to receiving your application.

Current job vacancies
www.confiserie.ch/jobs

The Bachmann Trust

Helping others

Light, crisp “Schutzengeli” (guardian angel) truffles are created at the heart of Lucerne with great precision and finesse. Every one of our guardian angels, created with passion by our chocolatiers, goes to help people in need. At least CHF 20,000 is donated to our own Bachmann Trust every year from the proceeds of our guardian angels. And that means you too, as a gourmet, become a guardian angel yourself. There’s never been a better way to enjoy chocolate.

The Bachmann Trust supports projects and collects funds for medical supplies for disadvantaged and disabled children, provides humanitarian aid for the socially disadvantaged, has a mission to fight hunger the world over and helps out in environmental disasters.

www.bachmann-stiftung.ch

The Board of Trustees

From left to right: Daniel Weber, Juliane Bachmann, Raphael Bachmann, Raymond Bachmann, Matthias Bachmann (president of the Board of Trustees), Piera Bachmann, Jacqueline Di Marco.



Supported projects

2011

- Association for the promotion of sign language for children with CHF 3,000
- Casa Farfalla: A house of security and care for disabled people with CHF 3,000
- Holiday for Children Foundation Switzerland with CHF 3,000
- Hadia Medical Swiss-Somalia with CHF 3,000

2012

- Casa Farfalla with CHF 3,000
- Association for the promotion of sign language for children with CHF 3,000
- “Youth of the World” project with CHF 3,000
- Kindernothilfe (supporting children in need) with CHF 3,000
- The Warriors Of Hope Foundation with CHF 3,000
- LIBRARY AND ICT CENTER Ghana with CHF 6,000

2013

- School project in Ghana with CHF 6,000
- EduCore Switzerland/Nepal with CHF 3,000
- KiFa Switzerland with CHF 3,000
- Kinder Afrikas (Children of Africa) with CHF 3,000
- pro integral with CHF 3,000
- Rokpa with CHF 3,000
- School project in Nepal with CHF 1,000

2014

- School project in Ghana with CHF 6,000
- Child care department with CHF 3,000
- WBZ, living and office centre for the physically disabled with CHF 3,000
- Theodora Foundation with CHF 2,100
- SOS Children’s Villages with CHF 2,000
- Fondation Suisse-Santé-Haiti with CHF 2,000
- Caritas Lucerne “with me” with CHF 2,000
- Solidar Suisse Philippines with CHF 2,000

2015

- School project in Ghana with CHF 6,000
- Haus für Mutter und Kind (mother/child house) with CHF 2,000
- Bouge in Bénin association with CHF 3,000
- Eos Entrepreneur Fondation Columbia/Ecuador with CHF 3,000
- Kovive, holidays for children in need with CHF 3,000
- Save the Children Nepal earthquake with CHF 3,000
- Children’s hospital and foundation for the severely disabled with CHF 4,000

You too can help people in need – with the guardian angel truffles

Gifts should bring a smile to the face of the recipient and briefly make the world stand still. And this is exactly what happens with each of these 16 crisp, light guardian angel truffles – an appealing gift to enjoy, bring reflection, love and surprise. Including a booklet with 16 personal messages and illustrations by Lucerne-based artist Lillyane Trachsel.

www.schutzengeli.ch





Ghana

Ghana

A journey to the source

Sourcing local ingredients is part of the Confiserie Bachmann philosophy – with the exception of cocoa, which only grows on the equator. This is partly sourced from a UTZ-certified agricultural area in Ghana.

Here at Confiserie Bachmann, we have made fair trade our mission:

1.

To support sustainable cultivation and biodiversity.

3.

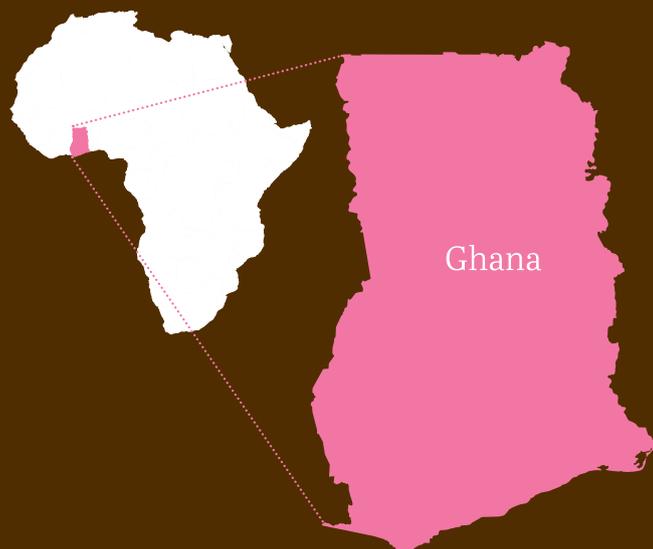
To get to know cocoa producers personally whenever we can.

2.

To make a stand against child labour: We believe that children should be in schools and not have to work on cocoa plantations.

4.

To ensure the utmost quality and fairness – the finest cocoa from a sustainable source.



When it comes to raw materials such as cocoa, Confiserie Bachmann places great emphasis on sourcing only the finest produce from fair trade farms. In an effort to ensure that no child labour is involved in harvesting the cocoa fruits, successful entrepreneur Raphael Bachmann set out to see for himself. From 5–10 November 2011, he embarked on a journey to the source of the patisserie's chocolate: Ghana. This trip to the cocoa-growing region in Ghana and the Nana Korkor Daa JHS School funded by the Bachmann Trust has become something of a Bachmann tradition. Dani Weber (production manager), Daniela Vetter (head of purchasing) and Reto Kym (head patissier) also visited the fascinating country. We spoke to Raphael Bachmann about his educational journey, the need to give back to the local community and the role of the Bachmann Trust.

Raphael Bachmann, how did you find Ghana?

Raphael Bachmann: Overwhelming! Ghana is a very impressive and diverse country. While you can see that the country has undergone positive development, the people are still living a very humble and simple existence. Many villages are without electricity or running water despite Ghana being very fertile, which means the most basic and vital fundamentals already exist. Nevertheless, the people of Ghana continue to rely on outside support to ensure ongoing development.

Why did you choose to travel to Ghana?

Most of our chocolate contains cocoa beans from Ghana. Considering only ten per cent of the world's cocoa harvest is of high quality and thus able to meet the high-quality standards of Confiserie Bachmann, it is important that we carefully select our raw materials. Ghana has such high-quality cocoa fruits and is thus the source of creations such as our Luzerner Wasserturm Stein® (Lucerne water tower stone) or melt-in-the-mouth Bachmann pralines. Our "Schutzengeli" (guardian angel) crispy truffles are also rooted in Ghana. A percentage of the proceeds from the sale of our "Schutzengeli" goes into the Bachmann Trust, which helps fund a school project in Ghana, amongst others.

Why are you helping to fund a school project?

Education and training are one of the most basic and effective means of fighting poverty, exploitation and child labour. That is why the Bachmann Trust has been helping fund the Nana Korkor Daa JHS School in Kuram Tumi for the past few

years. The school is located near to one of the cocoa farms. As most of the parents whose children attend the school are cocoa farmers, this brings us full circle. Our donations have gone towards building a library and buying computers, for example, which has greatly improved the quality of lessons and enabled the children to be prepared for a better future. This is a realistic aim given the fact that it is possible to erect several buildings in Ghana with only a moderate amount of funding. The funds are placed in a blocked account and controlled and managed by a Ghanaian representative. Only by visiting the location ourselves were we able to establish such an important control network. This would not have been possible from Switzerland.

How do you feel about what you are doing in Ghana?

First and foremost, I am proud that the Bachmann Trust has been able to get such a project off the ground in Ghana. But I am also proud of the fact that every single Swiss franc has been used exactly where it is needed. No administrative costs have been incurred by any organisations. The Bachmann Trust operates purely on an honorary basis. I believe Swiss companies have a duty to fund or at least support humanitarian projects.

How would you sum up your trip?

Ghana is a country with huge potential. In order to tap this potential, the people of Ghana need both our support and fair trade partners. We at Confiserie Bachmann aim to provide them with both, which is why we have to stay on the ball and make use of our established network in Ghana. I'm sure there will be many more trips to Africa to ensure our customers are able to continue to enjoy fine Bachmann chocolate in future, too.

www.confiserie.ch/ghana



Video "A journey to the source"
www.confiserie.ch/ghanavideo

Ghana

Located slightly north of the equator on the African continent, the Republic of Ghana is nearly 5,000 kilometres, or a seven- to eight-hour plane journey, from Switzerland. Its land mass is almost equivalent to that of the United Kingdom, with which it is closely bound by its history as a British colony.





The anniversary project of the Bachmann Trust

To commemorate its anniversary, the Bachmann Trust is investing in a great project aimed at making the cocoa sector sustainable: The Family Farm School project is intended to give youngsters from rural areas on the Ivory Coast the opportunity to integrate into working life.



How is the situation on the Ivory Coast?

Despite producing almost 40 per cent of the world's cocoa, cocoa farmers earn less than USD 0,5 per day – which is well below the poverty line. This level of poverty is further compounded by a high level of illiteracy (around 48 per cent of men and 70 per cent of women), a lack of education, child labour and gender inequality. 68 per cent of youngsters have failed to complete primary school – 36 per cent have no education whatsoever. Of the approximately 1,4 million children between the age of 5 and 14, caught up in child labour – 49,1 per cent are in farming.

What is the objective of the Family Farm School?

The aim of the project is to give young people a second chance at a decent education. To encourage youngsters to become enterprising and, in turn, boost the local economy. And to improve the status of jobs in the agricultural sector and increase the use of new agricultural technologies.

What is the concept behind the Family Farm School?

The Family Farm School is a three-year project focusing on providing basic education (especially on subjects such as cocoa farming and production, art and crafts) to suit local circumstances. The theoretical part involves staying at family run farms to gain knowledge and expertise in tried-and-tested procedures and new techniques. Third-year students choose their own career-oriented project. Assistance is provided by a trainer and the project is assessed for quality and feasibility by a team of experts. This gives students the opportunity to set up their own company and test out their ideas in advance at the school.

Where is the school being built?

The school is being built in the commune of Afféry, around 11 kilometres from Akoupé. The commune has 28,107 inhabitants. The plot of land is around 8,000 m².

How and how much is the Bachmann Trust investing in the project?

The Bachmann Trust is investing 75,000 Swiss francs into the building of the school and thus into the teaching of sustainable and fair cocoa farming methods.



The school is being built on an 8,000 m² plot of land in the commune of Afféry. In addition to classrooms, plans also include a garden area.





Bachmann wins SVC Award for Entrepreneurs 2014

“And the winner is... Confiserie Bachmann AG from Lucerne.” On 14 May 2014, in the intoxicating surroundings of the KKL Luzern convention centre, the company was able to step up onto the podium as the winner of the 2014 Swiss Venture Club (SVC) Award for Entrepreneurs.

TV presenter Nik Hartmann hosted the exciting, traditional awards ceremony, which was attended by around 1,200 guests from the world of politics, business and culture.

“This was without a doubt one of the finest and most touching moments in the history of our company and means a great deal to us,” says Raphael Bachmann.

Selection by an expert jury

The Swiss Venture Club Award for Entrepreneurs in Central Switzerland is awarded every two years. An independent jury of experts reviews 70 to 100 companies per region and nominates six for the finals. The company demonstrating the most

innovation, entrepreneurial spirit and sustainable success ultimately wins. In addition to providing proof of financial means, the companies are also assessed according to their regional roots, ecological conduct, management quality and local job creation.

During a multi-stage selection process, Confiserie Bachmann was able to outperform 70 companies from Central Switzerland and impress the 11-strong jury. In second and third place were the Leister Group from Kägiswil and Wilhelm Schmidlin AG from Oberarth.

Other award winners of the evening included Crypto AG from Steinhausen, Diwisa Distillerie Willisau SA from Willisau and Sisag AG from Altdorf.

Jury President Niklaus Bleiker was full of praise for the company: “Over the last ten years, Confiserie Bachmann has

achieved remarkable growth, more than tripling the number of company employees. The management team, led by brothers Matthias and Raphael Bachmann, have shown that it is possible for even traditional bakeries and patisseries to achieve long-term business success by implementing countless ideas and improvements throughout the company.”

Matthias Bachmann: “The huge amount of positive feedback we continue to receive to this day underlines the significance of this award for the people and for companies. The award is confirmation that we are on the right path. It leads us to new endeavours and developments and motivates the whole team.”

www.confiserie.ch/svc

The greatest victory is shared victory!

The nomination and preparations for receiving the SVC jury caused quite a stir within the company. But what happened after winning the SVC Award exceeded all expectations. This victory is a sign of great appreciation and acknowledgement for the daily work and personal performance of all Confiserie Bachmann employees. The effects of the momentum and inspiration gained from winning this award can still be felt to this day.

At the victory celebrations in the Grand Casino Lucerne, every employee was given a gold medal by the management along with a big thank-you.

SVC Award winners from 2006–2016

- 2016** Thermoplan AG, Weggis
- 2014** Confiserie Bachmann AG, Lucerne
- 2012** LK International AG, Cham
- 2010** Geistlich Pharma AG, Wolhusen
- 2008** Max Felchlin AG, Schwyz
- 2006** maxon motor ag, Sachseln





**Highlights from the
SVC Award ceremony
in the KKL Luzern**



SVC Award



The lucky winners!

The Bachmann team celebrating their victory in the Grand Casino Lucerne.



EY Entrepreneur Of The Year

The awards ceremony for the best Swiss entrepreneur of 2015 was held on 23 October 2015 in the TV studios of tpc/SRF in Zurich. Confiserie Bachmann AG was nominated as one of three finalists in the category “Family Business”.

From left to right: Heinrich Christen, Raphael Bachmann, Matthias Bachmann, Bruno Chiomento.



On 23 October 2015, for the 18th year in a row, the coveted awards were conferred. Once again, outstanding individuals were honoured with awards in the four categories Service/Retail, Industry/Technology/Life Sciences, Emerging Entrepreneur and Family Business.

Over 300 guests from the world of business, politics and culture celebrated with the proud winners in the TV studios of tpc/SRF (Swiss radio and TV). Commenting on the event, Bruno Chiomento, CEO of EY Switzerland, said: “For EY Switzerland, this competition has been highlighting pearls from our business location for the past 18 years. My respect for these people and all that they do for our country grows each year.”

Three-stage selection process

The Entrepreneur Of The Year must score top marks in a three-stage selection process. The first hurdle is getting nominated. Those fulfilling the required criteria are permitted to enter the competition. The next step involves EY interviewers reviewing the entrepreneurs and their companies. Based on their findings, the jury selects the finalists.

In 2015, 15 finalists were chosen from 39 nominees. Jury members also form their own opinion of candidates by speaking with the finalists in person and visiting their companies. An assessment of entrepreneurial accomplishment, business development, innovation, leadership, sustainability and the macrosocial incentives provided by the candidates and their companies is conducted. The result of subsequent, often heated discussions ultimately determines the winner of the Entrepreneur Of The Year Award.

Comparable worldwide

EY runs the competition worldwide according to the same criteria. Over 10,000 entrepreneurs in more than 60 countries compete for the coveted title of EY Entrepreneur Of The Year. There is no other competition like it in the world. In spring of the following year, an independent jury panel chooses the World Entrepreneur Of The Year from each of the overall country winners.



The 2015 jury

- Bernhard Alpstaeg, swisspor Management AG, patron and Entrepreneur Of The Year 2007
- Brigitte Breisacher, Alpnach Norm-Schränkelemente AG, owner and director of the Alpnach Norm Group
- Claude R. Cornaz, Vetropack Holding AG, CEO and Entrepreneur Of The Year 2012
- Dr Beat Curti, entrepreneur
- Dr Paul J. Hälg, Dätwyler Holding AG, CEO
- Edouard Pfister, Sonceboz SA, chairman of the board
- Sébastien Tondeur, MCI Group Holding SA, CEO and Entrepreneur Of The Year 2011
- Professor Thomas Zellweger, University of St. Gallen, director of the Center for Family Business



100% green electricity

Another example of how we are setting an example to the industry is by being the first confiserie/bakery in Central Switzerland to produce fine specialities exclusively from 100 per cent green electricity since 1 January 2013.

Here we rely on 100 per cent renewable energy while guaranteeing the same high quality. The electricity is generated by the wind and certified hydropower plants in Switzerland. Wind, sun or biomass complete our electricity supply. By switching completely over to LED technology in our specialist stores and bakery, we have reduced our power consumption considerably. All this demonstrates our clear commitment to protecting the environment so that generations to come can continue to enjoy the finest specialities and bread rolls from the region even 100 years from now.



Green Smiley Award

Confiserie Bachmann AG was nominated for the 2012 Green Smiley Award for its “Schutzengeli” and the Bachmann Trust, which has arisen from revenue donated from the sale of these products. The ten finalists chosen by Heineken Switzerland included bars, hotels, cafes and restaurants that have made a lasting contribution to society and the environment.

In November 2011, as part of the “Brewing a Better Future” programme, Heineken Switzerland launched the Green Smiley Award with the aim of actively involving customers in the gastronomy sector in the sustainability efforts of the company.



Climate protection

Confiserie Bachmann AG is committed to climate protection. By voluntarily enrolling in the ten-year programme of the Energy Agency of the Swiss Private Sector, Bachmann is actively committing to cutting CO₂ emissions and optimising energy efficiency. The corresponding targets agreed upon are audited by the government and aided by the city of Lucerne within the scope of the “energetic optimisation – energy efficiency for businesses” scheme.

A concrete example of our efforts to cut CO₂ emissions is our heat recovery system, in which we have invested over one million Swiss francs over the last few years.

This complex system uses the waste heat from our ovens and cooling systems to provide DHW (domestic hot water) for 170 households in the city of Lucerne as well as for our entire production site – which incidentally, is heated using the heat recovered. This recovered heat is our contribution to the 2000-watt society in the city of Lucerne.

This recovered heat is our contribution to the 2000-watt society in the city of Lucerne.





Markus Peter (left), co-owner of CAG Stans, and Matthias Bachmann checking the colour of the cardboard packaging.

Well packed

For over 30 years, we have been working with CAG Cartonnagen AG from Stans – a partnership that we value greatly.

CAG is a Swiss manufacturer of packaging and is responsible for making our cake boxes, amongst others. Short transport routes and local production are important to us and in this respect, CAG optimally meets our needs. Working in partnership with both customers and suppliers, CAG's top priority is to continually improve and develop the company, its products and its services. Quality management also ensures that set objectives are achieved, in order to meet the demands of today's customers. And this we can rely on!



HD-quality printing by our regional partner



Feel the paper between your fingers as you turn the pages of this freshly printed magazine. Be captivated by the vibrant, high-definition images and soak up the sensory stimuli.

This magazine was printed by Abächerli Media AG from Sarnen – our regional partner for printing our materials. A partner that shares our vision of sustainability and our efforts to produce in a way that protects the environment and conserves resources. Thanks to innovative LED offset printing technology, the well-established company from Sarnen produces impressive HD-quality images.



René Häfliger, head of printing and processing at Abächerli, overseeing the printing of the magazine.

Sustainable cocoa



The UTZ label assures the sustainable farming of cocoa, coffee, tea and hazelnuts with the support of renowned brands. Confiserie Bachmann products therefore contain UTZ-certified milk chocolate – allowing you to enjoy them in good conscience.



Making beer from bread

Together with the association “United Against Waste”, Confiserie Bachmann is currently running trials to turn yesterday’s bread into tomorrow’s beer in a Swiss brewery. Any unsold bread is dried and then sent to the brewery in preparation for making beer. Once crumbled and roasted, the bread mixture is enriched with barley, hops and yeast and then brewed into beer. This beer is Confiserie Bachmann’s way of giving leftover bread a second chance and above all, of promoting and demonstrating the importance of handling food sustainably and carefully.

The UTZ sustainability programme for cocoa supports sustainable local farming. Cocoa farmers are trained in professional agricultural practices and farm management. A balance between productivity, product quality and efficiency is achieved in order to produce larger quantities at a lower cost. To encourage farmers to take part in the UTZ programme, participation is free; they also receive a premium for their harvest.

What does the programme entail?

UTZ works with NGOs, governments and buyers on providing targeted measures to support cocoa farmers and promoting responsible production methods with respect to people and the environment:

- Appropriate and moderate use of fertilisers and pesticides
- Appropriate pay and accommodation for plantation workers
- No forced child labour
- Access to health care and further education
- Protection of the environment and conservation of resources

For a better life

The UTZ programme helps make cocoa farmers more independent, allowing them to negotiate a better price for better produce and thus improve living standards for themselves, their workers and their families. This also secures a better future for subsequent generations.

UTZ offers manufacturers the assurance of responsible production practices and the opportunity to credibly demonstrate this to consumers. Chocolate products from the Confiserie Bachmann are therefore made from UTZ-certified chocolate.



www.confiserie.ch/utz



Video “What is UTZ certified”
www.confiserie.ch/utzvideo

Joining the fight against food waste

Every year, the Swiss discard over two million tonnes of perfectly acceptable food – equivalent to almost one full meal per head, per day. Confiserie Bachmann is therefore actively involved in various food waste projects, giving bread a second chance!

Tischlein deck dich

We are working with “Tischlein deck dich” (the wishing table) on a solution for products that haven’t been sold by the end of the business day. In 2015, Confiserie Bachmann donated 2,315 kilogrammes of food. Thanks to an abundance of donations, “Tischlein deck dich” was able to distribute 3,259,000 kilogrammes of food to the value of 21,183,500 Swiss francs to poverty-stricken people all over Switzerland. Every week, 15,800 people in need receive food donations.

www.tischlein.ch



United Against Waste

Bread is far too precious to waste, which is one of the reasons why United Against Waste, an industry alliance in the food service sector, is actively involved in reducing out-of-home food waste. 265,000 tonnes of food waste land in Switzerland’s out-of-home supply chain every year – and is totally avoidable. This food waste not only incurs costs, it also damages natural resources unnecessarily.

United Against Waste has therefore taken up the challenge of trying to halve the amount of food waste generated by the industry to create an innovative and future-oriented industry. Being part of the project, Confiserie Bachmann supports and pursues the association’s vision “to work together to halve food waste along the out-of-home supply chain”.

www.united-against-waste.ch



Teller statt Kübel – from Dietikon for Dietikon

The aim of the “Teller statt Kübel” (plate to waste) project is to donate the fresh daily produce discarded by wholesale distributors or local bakeries at the end of the day to people in need in Dietikon in an effort to combat food waste and fight poverty. For this, the project relies on volunteers. These collect the food from contractual partners and bring it to the delivery point, where it is distributed to people in need. Rather than being consumed there and then, the food is taken home.



Bachmann

Bachmann

World champion expertise at Confiserie Bachmann

In 1999 Juliane Bachmann-Wölke became the first woman to win the Pâtissier and Chocolatier World Championships for Germany. She and team mate Christian Ibrügger entered the three-day competition against the world's best confectioners in the Czech city of Brno.

The heir to the successful Wölke pâtisserie dynasty from Bielefeld, Germany, completed her apprenticeship as a pâtissier, finishing top of her district. After achieving first place in the Junior Cup, she became state winner and national champion at the Master School of Pastry in Wolfenbüttel, Germany, and was subsequently nominated by the German Association of Confectioners (BIV) to take part in the world championships.

“Every day for four months we trained for the world championships and transported every utensil and weighed-out ingredient to Brno,” Juliane recalls. While they were free to choose the theme for their competition entry, the products required were specified. During the three-day competition, Juliane and Christian created a five-storey cake, six different varieties of pralines

“Such a title gives you a sense of pride and obligation. The greatest pleasure and challenge for me, however, is in making our gourmet customers happy every day.”

Juliane Bachmann-Wölke
Senior executive responsible for product management and range development.
Employed at Confiserie Bachmann since 2001 and married to Raphael Bachmann since 2005.

and petits fours, a parfait and three show pieces made of sugar, chocolate and baked goods. Although they had to supply their own ingredients, they

were not allowed to use any pre-made components.

The theme of the buffet entered by Juliane and Christian was “Symphony of the Senses”. “The aim of every confectioner should be to touch customers emotionally with their products in the same way as music,” Juliane adds.

The German team were up against teams from seven other nations: Switzerland, Poland, Japan, Denmark, Italy, the Czech Republic and Portugal. Juliane Bachmann-Wölke and Christian Ibrügger impressed the jury in terms of flavour, appearance and creativity of their work and beat Switzerland and Poland to become the youngest team to win the world championships since the competition began.

www.weltmeisterin.ch



Award-winning baking Crowned European bakery/confiserie

Confiserie Bachmann was presented with the most prestigious European award in the industry for 2010 in Berlin's renowned Hotel Adlon, opposite the Brandenburg Gate.



The "Marktkieker" award for innovative baking

The "Marktkieker" award is presented every two years to innovative and outstanding companies. The ten-strong panel of independent judges, comprising journalists, award winners,

directors of professional schools, marketing experts and honorary officials, agreed unanimously that the award would go to Lucerne. Confiserie Bachmann AG was able to outperform 70 reputable finalists in its field. All award winners are united by their pioneering work for the baking industry and their courage to break free from tradition and think outside the box. Therefore, rather than being an award for outstanding sales, the "Marktkieker" is awarded for outstanding innovation. Here the focus is no longer

simply on production, but also on the ability to develop management and marketing strategies and seize market opportunities.

"This success is largely due to our employees," says Matthias Bachmann. "They bring our philosophy to life and effectively implement our principles," Raphael Bachmann adds.

www.confiserie.ch/baeckerei-des-jahres

Allergy award

aha!award

Confiserie Bachmann AG was honoured with an allergy award by the Swiss Allergy Centre, a centre of excellence for allergies, skin and asthma – or aha! for short.

The aha!award was presented to the company as a thank-you for its hard work and outstanding achievements over the years in the area of food allergens. Using exclusively natural ingredients, Bachmann dispenses with chemical additives in favour of flavour and natural goodness. In all specialist

stores, Bachmann offers customers a unique, proprietary touchscreen declaration system. This provides information on product ingredients, with all food allergens being listed separately – a great help for allergy sufferers. Bachmann is particularly proud of the fact that rather than being

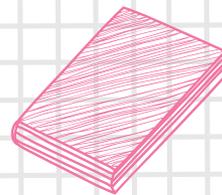
a professional award, the aha!award is bestowed by a jury comprising, amongst others, medical experts from the fields of allergology, dermatology and immunology.

www.confiserie.ch/aha-award

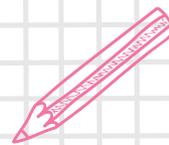
Vegetarian, vegan, lactose-free, wheat-free or with spelt – a simple search via the touchscreen can produce detailed information on each of these products.



Training



Future talent



Every day, 48 trainees take great pleasure in their work.

Being a traditional yet forward-looking company, Confiserie Bachmann bears a responsibility towards these youngsters and for providing the best possible professional training for the next generation.



Basic training for the young and motivated as well as advanced training for professionals is essential to personal development, self-satisfaction and economic success.

A challenging opportunity rather than an obligation

Besides offering high-quality professional training, Confiserie Bachmann also promotes personal development, individual responsibility, and social and methodological skills. Trainees work independently in teams, learning how to integrate and cooperate, practice and understand workplace etiquette, deal with praise and criticism, and share and exchange information. To help trainees reflect upon what they have learnt, regular team meetings, courses and events are held. For at Confiserie



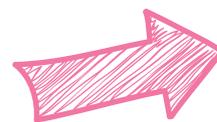
“While training isn’t everything, everything is nothing without training!”

Elvira Kumalic
Head of Administration,
with the company since August 2002

Bachmann, training is primarily seen as an opportunity rather than an obligation. After all, working with young people is formative and fun.

Nevertheless, companies wanting to hire the best need to train the best!

On a professional level, tasks are assigned according to the suitability, capability and character of a trainee: friendliness, personal achievement potential, discipline, perseverance, concentration and attention to detail. Confiserie Bachmann is proud of the fact that several trainees from various trades have already received an honourable mention. Such commendations make the sheer effort and enjoyment involved all the more rewarding. They also act as an incentive to continue being amongst the best!



CAREERS



- Baker-pâtissier
or
• Pâtissier-confiseur

LIKE 



- Retail specialist (Swiss Federal VET Diploma, EFZ)
or
• Retail assistant (Swiss Federal Vocational Certificate, EBA)



- Administrative employee – basic training (Profile B)
or
• Administrative employee – extended basic training (Profile E)

LEARN FROM THE BEST!

Integrating people with disabilities

Unfortunately, not everyone is lucky enough to be able to do an apprenticeship. People with disabilities have a particularly difficult time. Which is why we have their interests at heart and have been helping them for over ten years now. An endeavour that has more than paid off by highlighting many a potential talent for the future!



Looking for an apprenticeship?

We offer training in the following professions:

- Baker-pâtissier
- Pâtissier-confiseur
- Retail specialist (Swiss federal VET diploma, EFZ)
- Retail assistant (Swiss federal vocational certificate, EBA)
- Administrative employee – basic training (Profile B)
- Administrative employee – extended basic training (Profile E)



Interested?

All apprenticeship openings and vacancies can be found at:

Then apply now and launch your career!

www.confiserie.ch/jobs

Confiserie Bachmann AG
Apprenticeship applications
Schwanenplatz 7
6002 Lucerne

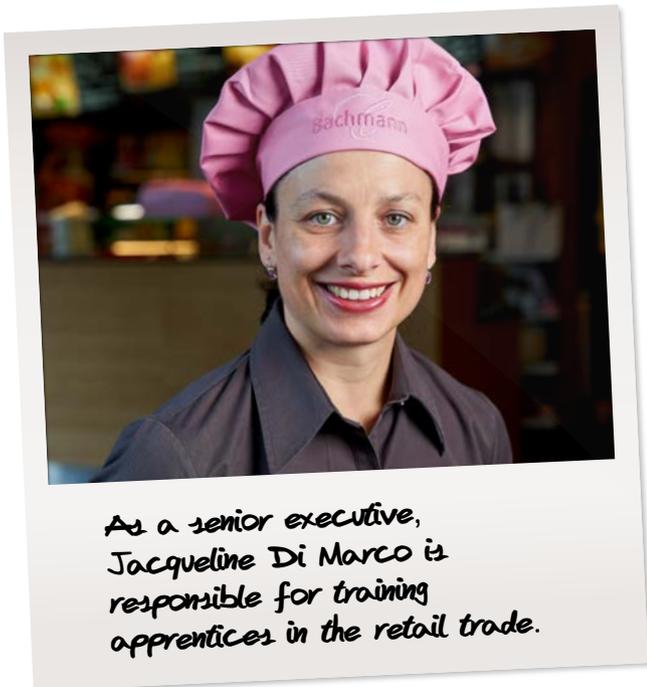
You can also apply online.



... or ready to launch your career?

“Young people are our future, which is why they are so important to me.”

Dedicated to the company for 19 years, head of Training/Sales Jacqueline Di Marco is faced with challenges on several fronts. In addition to dealing with the demands of everyday working life, she is also dedicated to training young people. For she believes they are our future.



Jacqueline Di Marco, you have been working for Confiserie Bachmann for 19 years. How come you never get tired of your job?

Jacqueline Di Marco: Because it's never boring. I'm a member of the Executive Board and the Board of Trustees, yet you'll find me in both the office and our specialist stores. I see myself as a team player and love being on the front line supporting our staff, which is why I'm only too happy to lend a hand.

As head of the Sales department, what is your favourite product?

Every morning, I grab a coffee and a sandwich for my break. I need this to get going. We have so many great-tasting products, I'm always sampling them and, where necessary, offering feedback.

Besides the quality of the products, which aspects are most important for sales?

A lot has changed over the years. Changes in society are also effecting changes in our specialist stores. Generally, sales have become much more fast paced and demanding.

In what way?

Today's customers are demanding increasingly high-quality products and an ever-greater product range. We are now seeing

a growing demand in the niche sector for products such as vegan or lactose-free. That's why we are focused on offering our customers maximum value for money at all times as well as expert advice and impeccable service. This makes the role of our sales staff even more important, as they are the hallmark of our company.

Do you find you have to take more criticism nowadays?

As they say, criticism is the highest form of praise; it may not be flattering, but it makes us better. Constructive criticism helps us to improve and cater better to the needs and suggestions of our customers. All feedback is taken seriously and used to derive appropriate measures. Our staff are also trained on how best to deal with such criticism on the front line. The welfare of both customers and staff is very important to me.

“Constructive criticism helps us to improve and cater better to the needs and suggestions of our customers.”

Besides numerous other tasks, you are also responsible for apprenticeship training in sales. Confiserie Bachmann regularly trains apprentices. Why?

Every year, we offer between seven and ten apprenticeships – including three-year EFZ (Swiss federal VET diploma) and two-year EBA (Swiss federal vocational certificate) apprenticeships. We currently have around 25 apprentices in sales. Here at Confiserie Bachmann, we know that by investing in today's youngsters, we are harvesting the fruits of tomorrow. Young people are our future, which is why they are so important to me.

What do you look for in potential candidates?

Many different things. Grades are not the most important criterion. We are much more interested in the person behind the application. Key criteria for an apprenticeship with Confiserie Bachmann include charisma, friendliness, politeness and keenness as well as manual and organisational skills.

Youngsters applying for a position are often insecure and inexperienced. How do you find the right people?

Those wanting to do their apprenticeship with us complete a five-day trial apprenticeship. This has proven to be very effective, as experience shows that people are incapable of keeping up a pretence for five days. We use this time to get to know the youngsters, as well as their strengths and weaknesses. Those who manage to impress us during the trial apprenticeship are in with a good chance of being offered a full apprenticeship.

This appears to be a winning tactic.

Most definitely. On completing their apprenticeship, our trainees are not only adults, they are also ready and mature enough for the job market.

This year, we had another ten trainees pass their final exams and seven of these will remain in the company. Of this we can be proud.

Let's talk a little about your private life. I've heard you're never bored at home either ...

(laughs) On the contrary! I used to always refer to the business as “my baby”. While I sometimes still do, a husband and two children have meanwhile come along. That's why I've now started to work part-time – which can be considered quite an achievement for a senior executive. This is another positive aspect of Confiserie Bachmann. Incidentally, my husband is also partially responsible for me being hired by Confiserie Bachmann in 1998. He was the one who helped me compile my application – for which I am grateful to him to this day.



The great art of sweet seduction.

- #Bachmannmoment #ConfiserieBachmann
- #Bachmannconfiserie #Bakery #Confectionery
- #Bread #Snacks #Feast #Coffee
- #ButCoffeeFirst #Desserts #Patisseries #Gifts
- #Chocolate #Lovechocolate #Specialities



Business segments

♥ Desserts



♥ Chocolate



♥ Gifts



♥ Specialities



“We want to be closer to our customers and engage with our community.”

Eugenie Nicoud, for how long has Confiserie Bachmann been active on social media?

Eugenie Nicoud: Confiserie Bachmann has been represented on various social media channels for a long time now, but in more of a passive capacity. In the summer of 2016, however, Confiserie Bachmann started pursuing a targeted content marketing and social media strategy. Accordingly, our social media activity has increased.

On which channels is Confiserie Bachmann represented?

At the moment, on Facebook, Instagram, Pinterest, Google+ and TripAdvisor. Snapchat is also in the pipeline. We are constantly analysing social media trends and looking to see where our customers and community are represented.

Why is social media so important?

Facebook and Instagram are the most downloaded apps in Switzerland. According to Goldbach Interactive, Facebook has 3.51 million and Instagram 500,000 active Swiss users. These are all potential customers, which makes it imperative that we appeal to them directly via social media. It also enables us to respond to problems more directly and swiftly, to understand the target audience and to achieve greater customer loyalty.

This generally applies to search engine optimisation, too. Content is also taken into account in a search engine search, which affects website traffic and the conversion rate.

What social media strategy is Confiserie Bachmann pursuing?

The keyword here is growth. Social media is regarded as a long-term exercise spanning all areas of the company. Centrally managed decentralised activities are key. We have devised a comprehensive content marketing strategy to be implemented across all media. A 360-degree perspective is essential in this respect.

What is Confiserie Bachmann hoping to achieve through social media?

We want to be closer to our customers and engage with our community. Only by receiving requests, suggestions and feedback are we able to improve, develop and cater even more directly to the needs of our customers.

How exactly can Confiserie Bachmann benefit from this?

Being able to create more targeted posts and immediately respond to interactions allows us to achieve a high level of coverage. We also benefit from an authentic community and can be much more flexible in the way we respond. Social media is cheaper, more measurable and more effective than other marketing tools with less waste coverage.

What does the future hold in terms of social media developments at Confiserie Bachmann?

There are lots of great campaigns in the pipeline and we are also trying to make our community much stronger with an even greater voice. See for yourself and follow us on Facebook, Instagram, Google+ and Co. 😊



Eugenie Nicoud is a social media and online marketing expert at Confiserie Bachmann.

Buying bread is a matter of trust

While nature provides us with all the ingredients we need to bake great bread, it is our passion for craftsmanship that creates the authentic taste of bread. Thank you for your trust!

A combination of the finest raw materials, a passion for craftsmanship and plenty of time is used to create exceptional quality bread. Bachmann bread has a very special aromatic and authentic flavour – making every bread unique!



A bakery steeped in tradition and innovation

When it comes to the art of baking, a deep sense of tradition goes hand in hand with our desire for innovation. For the past 120 years, we have remained true to our aim and focused on craftsmanship and uncompromising quality. Our primary objective has always been to handle raw materials carefully, to prepare high-quality ingredients, and to consistently offer our customers unique taste sensations through our exquisite products and expertise. Our secrets to baking have been passed from generation to generation. The values expressed through our daily

“The finest raw materials, passion and plenty of time = quality.”

Carsten Rindom
Head of Quality Management and
production manager,
with the company since June 1999

actions and the responsibility for our fellow human beings bind us all – since the days of our company founder to his great-grandchildren today – and ensure that you are able to continue to enjoy a consistent level of quality in good conscience.

We are aware of our responsibility to provide our customers with a healthy source of nutrition

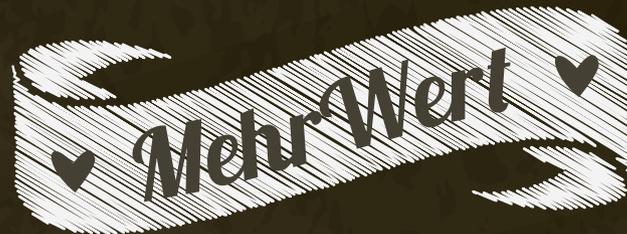
Every day, the bakers at Bachmann demonstrate how bread can also be a sensuous experience and contribute to a healthy diet and thus quality of life.

Great bread needs a great team

A perfectly coordinated team is needed to ensure our customers are able to enjoy “simply great” bread. From weighing out the ingredients and preparing a pre-ferment to finishing, resting and baking the dough, every step of the process requires the utmost precision and must be performed at precisely the right time. Read on to find out everything from what makes our bread “simply great” to the purity law, slow baking and vacuum baking.

www.Mehr-Wert-Brot.ch





“Nine-tenths of our happiness depends on our health alone!”

Arthur Schopenhauer

Bachmann’s added-value bread is the result of such wisdom and the fact that you are what you eat. Bachmann bakes added-value bread in line with the following purity law:

1.

Bachmann’s wheat, rye and spelt bread is baked with a probiotic natural pre-ferment. This promotes healthy gut flora and makes Bachmann bread much lighter and easier to digest.

2.

The salt in our bread is 100% natural sea salt. Unlike regular salt, sea salt contains vital minerals and trace elements, and is also a natural product (cf. page 66).

3.

For our doughs, we “revitalise” and strengthen our water according to the GRANDER® method, thus giving it a spring-like character (cf. page 67).

4.

100% natural! The ingredients that make up our dough are sourced exclusively from natural raw materials.

5.

Many of our loaves and bread rolls are enriched with germinated spelt seeds. More information can be found under gold seedlings on page 67.

6.

Only the best coarse grains and finest meal are used for our coarse-grain and wholemeal bread.

7.

Four generations of bakers have been putting their heart and soul into baking according to traditional recipes and tried-and-tested, lengthy baking methods – we take time for your health!

www.reinheitsgebot.ch



Slow baking

The proof is in the dough

Industrially manufactured bread is leading to more and more complaints of stomach pain due to the dough being proofed too quickly. Bachmann bread clearly exceeds the magic four-hour rise time. This gives our bread more flavour, keeps it fresh for longer and makes it easier to digest. The proof is in our added-value bread!

According to a recent study published in the “Journal of Functional Foods”, proofing dough too quickly is why industrially manufactured bread causes stomach pain after eating.

A matter of maturity

We all know that a good red wine or a hearty cheese needs time to mature. But only few know that the same applies when baking bread. In order to release its unique aroma, bread must first undergo a long maturing process. The slower and more gentle this maturing process, the finer and more well-developed the aroma of the bread. The time given to allow the dough to rest also has a positive effect on the texture of the crumb and crust. Plenty of rest and skilled handiwork give the bread its natural, light pores and soft, crispy crust.

Bachmann loaves and bread rolls are made with home-made natural sourdough. This gives the bread a fine aroma and enables us to reduce the yeast content. Research shows that the valuable lactic acid bacteria in the sourdough are much better for the human body than yeast.

The result: Slow-baked loaves and bread rolls not only taste better and stay fresh longer, they are also much better, much lighter and much easier to digest for the stomach!

Bachmann's slow baking technique:

- Long proofing and resting periods (up to 48 hours)
- Carefully selected natural raw materials and the finest ingredients
- A return to the traditional art of baking
- High-quality recipes and sophisticated baking methods

Spelt, the original grain from the Bronze Age

Spelt possesses characteristics of which most other foodstuffs could be jealous: Spelt is healthy, keeps you fit, lifts your spirits, is currently a gourmet trend and is by nature an organic grain.



The history of spelt

The earliest known occurrences of spelt in Europe date back to the Late Stone Age (approx. 2400–2300 BC). Spelt is believed to have been the result of natural cross-breeding between emmer and dwarf wheat (common wheat). In the Middle Ages, spelt was cultivated all across Europe. The transformation from an agricultural to an industrial nation in the 19th century, however, laid the foundation for changes in farming. Mechanisation, the use of commercial fertilisers and pesticides as well as the specific cultivation of new, higher yield varieties of grain led to heavier crops. Wheat thrived just as well and even provided higher yields per hectare. Spelt developed far less quickly. The triumphant advance of the less care-intensive wheat continued unabated. Following 2,000 years of advanced civilisation, by the end of the 20th century, spelt was virtually threatened with extinction.

The fact that spelt survived is due primarily to the farmers and millers in grain-growing regions with unfavourable climates. These were forced to put quality before quantity, i.e. to accept smaller yields and a higher workload for a high-quality grain. Today's consumers, however, are informed and critical and are increasingly giving thought to what they eat each day and what is really good for them. Thanks to them, 21st century spelt is regaining the importance it enjoyed for three millennia: of being the most precious staple that nature has to offer.

Recent analyses confirm the historical observations of Hildegard von Bingen and the special status given to PureSpelt within the grain family: it is rich in protein and a key source of essential amino acids. Equally impressive is the fact that it also contains far more minerals than wheat flour, in particular zinc and magnesium. Also unlike wheat, PureSpelt is characterised by its good fatty acids – containing a much higher percentage of unsaturated fatty acids. After all, even in the form of white flour, PureSpelt is rich in dietary fibres. In short: PureSpelt baked goods and dishes are a valuable addition to our often very wheat-based diet.

100% natural – spelt bread from Bachmann

All of our spelt bread is baked using a natural pre-ferment with a 60-hour fermentation period. This traditional art of baking

enhances the bread's natural aromas and the prolonged resting period creates natural, light pores and a soft, crispy crust. Research shows that the valuable lactic acid bacteria in the sourdough are much better for the human body than yeast.

Spelt for allergy sufferers

Spelt is an ideal alternative for all wheat allergy sufferers – provided you choose the old genuine varieties: the original PureSpelt.

Spelt is an organic grain

Its considerably long stem protects the ears against fungal diseases and the seeds against harmful substances. PureSpelt products are sourced exclusively from Swiss farmers using natural cultivation methods – without the use of insecticides, fungicides and stem-shortening plant hormones.

Spelt – a gourmet trend

More and more of today's gourmets, top chefs and innovative bakers are relying on the distinct, original taste of regional produce – which makes spelt ideal. The original Swiss grain, cultivated by dedicated farmers and processed by hand, boasts a fine, nutty flavour and diverse culinary characteristics.

Product overview – online shop
www.urdinkel-brot.ch



Customer statement from the online guest book

"I've tried many different types of bread, but since buying Bachmann bread, I always have to pick up a loaf whenever I'm near a branch. Unfortunately, there isn't one in the canton of Schwyz. I've often gone out of my way to travel to Zug just to buy bread. The spelt loaves and rolls are superb. My children love them. While other kids crave sweets, ice cream or lollies, my kids always ask for a Bachmann spelt roll. Bachmann bakes the best bread in Switzerland. Keep up the good work!"

C. Suter

The salt of life

More and more people are trying to eat as healthily as possible. Besides being an important part of a healthy diet, magnesium can also be found in sea salt – one of the main reasons why we have chosen to use Capea sea salt in our products.

Unrefined sea salt contains between 0.2 and 0.4 per cent magnesium. Around 5 g of sea salt per day is equivalent to between 100 and 190 mg of magnesium. The recommended daily amount for an adult is around 350 mg. The relatively high percentage of magnesium and many other trace elements contained in sea salt make it much more beneficial nutritionally and physiognomically than pure table salt.

Regular salt:

- is mechanically processed and refined
- is made up of purely sodium and chlorine (possibly fluorine and iodine)

- contains the anti-caking agent E536 (potassium ferrocyanide)
- contains chemical additives such as fluorine and iodine, which are lost in the refining and bleaching process.

Capea Atlantic sea salt

Capea Atlantic sea salt is extracted from mineral-rich Atlantic waters and traditionally crystallised in salt basins through natural evaporation. A combination of this traditional technique and the latest technology to extract and dry the salt dispenses with the need for washing several times. When extracting sea salt it is imperative to retain the salt's residual moisture, minerals and

trace elements. The result is natural Capea Atlantic sea salt. The residual moisture, valuable minerals and trace elements are thus preserved in their natural, complex state.

Does sea salt taste any different?

Sea salt is valued by gourmets the world over for its full, round flavour. The magnesium contained in sea salt acts as a bittering agent and natural flavour enhancer, greatly enhancing the original flavour of food and baked goods.

www.baekerei.ch

7
good reasons
why we use Capea Atlantic sea salt.

1. 100% pure.
2. Without anti-caking agent E536.
3. Unbleached.
4. Natural and unrefined.
5. Mild in flavour.
6. Naturally enhances the original flavour of food and baked goods.
7. Capea sea salt is produced according to strict hygiene standards and ISO norms and regularly controlled by independent laboratories.

Our gold seedlings and strengthened water

Gold seedlings and strengthened water are the secrets to healthy bread – for natural comes naturally to Bachmann.

Gold seedlings

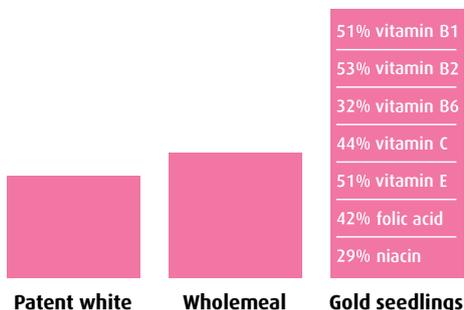
Despite being the most valuable part of the grain, the gold seedling is removed from approx. 98 per cent of flour in case it turns rancid if improperly stored. Yet the wheat germ contains over 30 essential vitamins, vital substances and trace elements.

Today, this high-quality germ can be found in cosmetics, food additives and animal feed. More often than not, it cannot be found exactly where it belongs, namely in bread. We go one step further by allowing the gold seedlings to germinate at the production site. The strength lies in the germs, for the vitamins and trace elements multiply a thousand times over during germination. We enrich many of our loaves and rolls with this unique health potential.

Strengthened, revitalised water

Besides flour, water is the main raw material of every baker. Very hard or very soft water can affect the dough in different ways. Water that has been revitalised according to the GRANDER® method shortly before extraction has an altogether different – but positive – effect. Thanks to GRANDER® technology, the water regains its “vitality” and is returned to its natural state. The result is pure, natural water with a spring-like character (www.grander.com). A vivid illustration of this positive state of energy can be seen in the photos below.

We use exclusively strengthened, revitalised water for our loaves and rolls, which positively enhances the flavour, vitality and long-lasting freshness of our bread. Bachmann bread – added value for added well-being.



Untreated tap water from Lucerne.



Revitalised tap water from Lucerne.



Revolutionary taste Vacuum baking

Crusty bread that stays fresh for longer, is highly nutritional and rich in vitamins: Vacuum baking makes it possible!

The secret to vacuum baking

In addition to offering a unique taste sensation, the vacuum baking process also optimises freshness and extends the time baked goods remain crisp. The technology also helps to better preserve the vitamins, trace elements and nutrients in bread. “It all comes down to sheer physics when vacuum baking,” says Raphael Bachmann, master baker and CEO of Confiserie Bachmann.

And here’s how it works

The process is based on the laws of nature. When baking, the heat from the oven generates water vapour in the bread. During the so-called gelatinisation process, the structure of the baked good changes from dough to bread. Since water already begins to boil at a low temperature (from 10°C) under a vacuum, vacuum baking can form part of the baking process without the application of heat. Anyone who has tried to



“Every health-conscious customer should taste a slice of our vacuum-baked bread!”

Jan-Philipp Schwarz
Deputy production manager, master baker
and patissier,
with the company since September 2016

boil a three-minute egg at over 2,000 m above sea level knows the law of physics. Since heat is no longer required for vacuum baking, ingredients are less

susceptible to damage. Vacuum-baked products have a longer shelf life and stay fresh for longer, as less water is able to evaporate. This makes chemical baking agents and volume enhancers superfluous, and paves the way for highly nutritional bread free from e-numbers and rich in vitamins.

Generally suited to all types of bread and baked goods

Bachmann vacuum bakes all of its products – even its certified organic bread. “We want to be able to offer our customers this added value in all of our products,” says Raphael Bachmann. Which has led to the purity law. “Our customers should know what Bachmann stands for and the added value we have to offer. After all, buying bread is a matter of trust.”

www.confiserie.ch/vakuumbacken

Vitamins and minerals

Dietary fibres

Complex carbohydrates



Proteins

Low in fat

Energy



Our daily “Bachme” bread

Bread is naturally wonderful for a balanced and healthy diet

Traditionally, bread is made from flour, water, salt and yeast. These four ingredients alone enable such a tasty and essential foodstuff to be produced. Depending on the flour used, it is also possible to alter the bread to create different varieties. Wheat, rye, spelt and many other types of flour can give bread that special something.

Precious wholemeal and gold seedlings

On examining its nutritional values, it is hard to overlook the fact that high-quality bread is low in fat yet contains proteins and complex carbohydrates (slowly absorbable sugar). This is due to the addition of high-quality flour. Well-balanced bread therefore largely depends on the flour used. The higher the percentage of wholemeal, the more nutritional the bread. Bread can also be enhanced with other tasty ingredients such as grains, nuts and fruit.

7 facts about bread

1

Bread does not make you fat – bread is not high in calories; it is often toppings such as butter, salami, cheese, etc. that are rich in calories.

2

Bread keeps you full for longer – wholemeal bread contains complex carbohydrates and keeps hunger at bay.

3

White bread is easy to digest and increases the appetite.

4

Bread contains vitamins – the higher the wholemeal content, the more B-group vitamins there are in bread.

5

Bread goes soggy in the fridge and should be stored at room temperature.

6

It is not fresh, warm bread that causes an upset stomach but eating too quickly.

7

No two breads are the same – the quality depends on the baking method and ingredients used.



Pain Paillasse®

The Swiss favourite

What is Pain Paillasse®?

Pain Paillasse® Original is a traditional bread made from carefully selected wheat flour, natural yeast and pure water, with a typically elongated and twisted shape. This bread is known for the especially long fermentation time of the dough, which is then shaped by hand. Besides the ingredients and recipe, it is primarily the expertise and careful work of the baker that enable the production of such a unique bread. Pain Paillasse® is characterised by its caramelised, thick, crispy crust and the honeycombed texture of its crumb.

A grand cru of bread baking

A crispy crust, a fluffy, pearly crumb and a distinct aroma... Pain Paillasse® releases no less than 80 different flavours to delight your palate. It owes its rustic appearance to the artisan method of baking. Just like there are grand crus of wine, Pain Paillasse® is a grand cru of bread baking.

The power of rest

Did you know that our Pain Paillasse® is made using a pre-ferment, which is left to ferment for 48 hours to allow the unique aroma to slowly and naturally unfold?

Traditional varieties

Large bread

- Pain Paillasse® light
- Pain Paillasse® dark (photo)
- Pain Paillasse® rustic
- Pain Paillasse® nut
- Various seasonal Paillasse® cf. page 73

Small bread

- Paillasse® dark roll
- Snack roll

Sandwiches

- Paillasse® ham (CH)
- Paillasse® salami (CH)
- Paillasse® nut Gruyère
- Paillasse® tuna
- Paillasse® tomato and mozzarella
- Paillasse® chicken and bacon (CH)

Range subject to change.

Product overview – online shop
www.confiserie.ch/paillasse





Pain Paillasse

Original



The Pain Paillasse® marathon

The Pain Paillasse® marathon was developed as a high-quality bread for boosting endurance and stamina.

Knowing the importance of a wholesome diet in the weeks leading up to a run, marathon runner Matthias Bachmann developed the Pain Paillasse® marathon, which he sells in cooperation with the organiser of the Swiss City Marathon – and with great success! As Matthias Bachmann says: “The body needs energy to gain strength and to be able to perform well. Nutrition is just as important as training for a marathon runner. Endurance and stamina require a great deal of energy. The amount of energy available for such a competition depends on nutritional intake, as this determines the quality and amount of ‘fuel’ supplied. The most important source of energy found in food is carbohydrates, which are stored in the form of glycogen in the body. The best form of fuel available for boosting endurance and stamina is glycogen – of which bread is a key source.” The Pain Paillasse® marathon is part of Matthias Bachmann’s nutritional profile for competing in three to four marathons per year. As the dough is left to rest for longer, the bread is easy to digest and, incidentally, just as tasty as its fellow Pain Paillasse® family members. What makes this bread so special is the added dried fruit and hazelnuts, which provide a rich source of vitamins and minerals. These are also key nutritional elements for a marathon runner. The special bread obviously has a motivating effect, as management members Raphael Bachmann, Jacqueline Di Marco and Daniel Weber are all keen marathon runners.

Give in to temptation

Thanks to the many different flavours of Pain Paillasse®, endless variations are possible:

Pain Paillasse® nut (year round)

A superb accompaniment to cheese.

Pain Paillasse® pancetta (January–April)

A hearty option with bacon and fried onions.

Our insider tip!

Pain Paillasse® olive (January–August)

The Mediterranean version.

Pain Paillasse® diavolo (May–August)

With sweetcorn and peperoncini – the taste of summer.

Pain Paillasse® pumpkin (September–December)

Simply delicious with soup and salad on chilly days.

Pain Paillasse® marathon (September–November)

With dried apricots, sultanas and roasted hazelnuts (cf. description left).

Range subject to change.

Marathon blog www.confiserie.ch/marathonblog

YouTube videos www.confiserie.ch/marathonvideos

Organic – recipes defined by nature

The basic principle of organic farming is to work with the natural environment.

When making organic products, special attention is paid to maintaining maximum quality and preserving valuable ingredients. No unnecessary colours or flavours are added during the process. Great bread takes time! Which is why Confiserie Bachmann uses a long fermentation process and traditional baking methods. This also helps to ensure maximum preservation of all nutrients and vitamins.

Bachmann organic bread represents the highest quality, full flavour and environmental awareness all in one. Indulge with a good conscience. Bachmann bread – the taste of health!

“Bio Händöpfel” (organic potato)

Of all the sources of vegetable protein, potatoes have the highest percentage of valuable protein with a high biological value. This value is a measure of how well absorbed protein from a food becomes incorporated into the proteins of the body. Potatoes are rich in vitamins B1, B2 and C.

“Schlaumeier” (cleverly organic) bread with chia seeds

Baked by clever clogs for clever clogs! Not only is high-fibre, pure rye bread (without wheat flour) perfect for

health-conscious gourmets, it is also very low in saturated fatty acids. Chia seeds are extremely rich in antioxidants, proteins, dietary fibres, vitamins, minerals and omega-3 fatty acids (over 18 g/100 g). Even the ancient Mayans used chia seeds as a staple food and remedy.

“Bio Bachme Rogge” (organic rye)

A rustic, tart bread, baked according to an ancient Swiss mountain farmer's recipe. “Bio Bachme Rogge” gets its tangy, full-bodied flavour from natural, organic rye sourdough, which is left to rest for 12 hours. The bread is baked directly on a hot stone slab and stays fresh and crispy for a very long time. This bread is the perfect accompaniment to cheese. Taste the difference!

Home-made tea – organic, of course!

For those who love organic products and sweet weak tea, we have just the thing in the form of our home-made organic teas. These teas are freshly brewed, refined and bottled in our bakery. In addition to their natural flavour, both teas are extremely low in sugar.



Organic certification
bio.inspecta AG, 5070 Frick



“Bio Eistee” (low-calorie, organic iced tea)

Natural, freshly brewed organic Darjeeling tea with first-class organic lemons and refreshing elderberries.



“Bio Napfkräutertee” (low in sugar and calories)

Home-made blend of organic herbal tea from the Napf region, with raspberries and bergamot. Freshly brewed with spring water from Mount Pilatus.



Quality and freshness To which we give our name



Carsten Rindom, you are responsible for quality assurance at Confiserie Bachmann. What exactly does this entail?

Carsten Rindom: Quality is in the eye of the beholder: My job is to look at all products from a customer perspective. On a day-to-day basis, I'm responsible for ensuring defined quality and hygiene standards and, if necessary, adapting or optimising processes and recipes. Writing declarations and costing are also part of the job.

Aren't all processes, recipes and ingredients always the same?

Our raw materials are natural products and can vary depending on the time of year and weather conditions when harvested. Our employees are aware of the challenges we face and adapt production processes accordingly so that customers always receive top-quality products.

Tell us a little about company hygiene.

Hygiene is our top priority. Being a matter of great importance to us, we constantly school our employees in Swiss hygiene regulations and HACCP. We also test weekly samples of raw materials and finished products in an independent food laboratory. In terms of personnel, we strictly ensure that all employees abide by hygiene regulations. While hygiene isn't everything, everything is nothing without hygiene.

What about occupational safety?

This is a key topic. It is important to us that our employees are able to carry out their work in a safe and healthy environment. Although we work with our hands, we are also equipped with the latest and safest state-of-the-art technology.

Declarations and nutritional information are becoming increasingly important to consumers. What is your role in this area?

Our philosophy is to be transparent and natural. This is something we also expect of our suppliers. Raw materials and recipes are examined in detail, enabling us to guarantee to customers that what's written on the label is what's in the product.

Your range also includes organic products. As a customer, can I rely on this declaration?

Yes, 100%! All organic products are manufactured in line with the Swiss Organic Farming Ordinance. In order to achieve certification, random and detailed inspections are carried out by bio.inspecta to ensure all specifications are being interpreted and implemented correctly.

The market is challenging, the product expectations of many of today's customers have changed. Have you experienced this?

Yes, particularly in the case of allergy sufferers, who have very special requirements. There has also been a strong increase in the demand for vegan and vegetarian products. We always make sure we keep up with the latest findings and trends in

the food industry. A high level of expertise and a knowledge of raw materials is needed to ensure all of these products are manufactured and labelled correctly.

“Eiweiss-Abendbrot” (protein evening bread)

Steak in bread form

What's so special about original protein bread?

Carsten Rindom: Above all, its unbelievably high protein content compared to other breads. Original “Eiweiss-Abendbrot” contains 26 per cent protein – five times more than regular mixed wheat and rye blends, making it as rich as a steak.

And what makes it so high in protein?

The high-quality blend of wheat, soya and lupin protein. This is also reflected in the price, but original Eiweiss Abendbrot is an absolute premium product.

How much of it is made up of carbohydrates?

No more than seven per cent. Wheat bread is made up of up to 50 per cent carbohydrates.

Why is it called “Abendbrot”, or evening bread?

Those wanting to lose weight or following a strict separation diet tend to avoid carbohydrates of an evening. This used to mean having to do without bread in the evenings. Thanks to the original “Eiweiss-Abendbrot”, health-conscious consumers can now enjoy bread in the evening with a clear conscience.

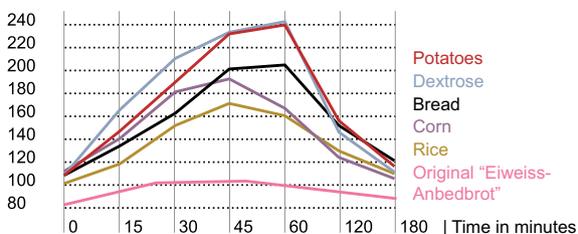
How does it work?

By completely avoiding or consuming very little carbohydrates, the body is able to work through the night on breaking down fat cells that otherwise would have been blocked by insulin. It's that simple.

www.eiweiss-brot.ch

Blood sugar after eating high-carb foods

BZ
(mg/100ml)



Made for your enjoyment

Morning, noon and evening

Our aim is to create simple and modern culinary delights for your enjoyment – from morning to night. This also includes a wide variety of simple home-made snack and lunch offerings, freshly prepared every day. Wherever possible, we source our ingredients from regional suppliers – out of love for our homeland and a firm belief in the value of locality.

Our top priority is uncompromising freshness

Our love for our products can be seen not only in our choice of raw materials, but also in the way we prepare them. All of our salads, sandwiches, meals and soups are freshly prepared from scratch in our very own kitchen using regional ingredients. We never add any preservatives or flavour enhancers.



“Buying-in raw materials is easy as a gourmet: We simply buy in nothing we wouldn’t eat ourselves.”

Daniela Vetter
Head of Purchasing,
with the company since August 2002

Seasonality plays a huge role in terms of enjoyment and the environment. Two good reasons why it is so important. Our ever-changing range of snacks is put together according to the availability of sun-ripened, fresh fruit and vegetables in Switzerland or Central Europe. With the exception of turkey breast, we only use Swiss meat and Swiss chicken.



Dairy products from Nidwalden

Wherever possible, we source our ingredients locally. For years, the Barmettler dairy in Stans has been supplying us with self-made dairy products of a quality standard that not only we can be proud of.



The vegan wave

Vegan products are also high in demand. Vegan chia puddings, vegan mueslis and various salads enhance the range. More products are yet to come – as a sign of our efforts to offer modern, healthy food.



Meat specialities from Muotathal (Schwyz)

For decades, traditional quality butcher's Heinzer has been supplying us with over 95 per cent of our meat specialities. Besides being local and rooted in Central Switzerland, the family business also shares our approach to quality.



Did you know?

Our home-made nut filling is made from 100 per cent hazelnuts and is not packed with soya or other cheaper or inferior filling ingredients! Even the nuts are carefully roasted by our patissiers before mixing, like in the old days. Simply because it tastes better and this is what we have been taught by our ancestors. No effort or expense is spared for the best possible taste.

Combined with our home-made pure butter puff pastry (free from foreign fat), this creates the unique "Bachme Nussstengel" nut pastries. Gourmets feel and taste the difference and appreciate this uniqueness!



Appetisers

The great art of sweet seduction

Planning a party and looking to indulge your guests with culinary delights? Then look no further than Confiserie Bachmann. Our appetisers are sure to enrich any event with exclusive culinary eye-catchers.



Our catering packages are ideal for small family occasions, big birthday celebrations and special corporate events. All packages are lovingly and skilfully put together using only the finest and freshest ingredients. Light hands make light work of creating a feast for the eyes with appetiser pastries, assorted platters, filled party bread

and exclusive desserts. Naturally, we can also deliver directly to your door and help you calculate just the right amount.

We offer you an appetiser experience, transforming any occasion into a gourmet event. In addition to offering a wide range of appetisers and finger food, we can also cater to your individual requests.

Consultation

Our experts will be only too happy to advise you and look forward to welcoming you to Werkhofstrasse 20 in Lucerne. We would appreciate it if you could notify us in advance.

Ordering

- Via our online shop at www.confiserie.ch/apero
- In our specialist stores – cf. pages 118 and 119 for locations
- By email to kundendienst@confiserie.ch
- By phone on +41 41 227 70 70 or by fax on +41 41 227 70 71

Appetiser brochure

www.confiserie.ch/aperoprosppekt





MAKE
YOUR OWN...



CHOCOLATE CAKE

INGREDIENTS

- 200 g dark chocolate
- 200 g butter
- 200 g almonds, ground
- 200 g sugar
 - 1 small packet of vanilla sugar
- 4 eggs
- 1 pinch of salt
- 45 g white flour
- 10 g baking powder

PREPARATION

- Grease a 24 cm round springform. Line the sides and base with silicone baking paper.
- Melt and mix chocolate and butter in a bowl over a pot of hot water. Add the almonds, sugar and vanilla sugar.
- Mix in the eggs and salt. Mix and add the flour and baking powder.
- Pour the mixture into the springform. Bake in the oven for 48 minutes at 160°C (fan assisted).
- Leave to cool and dust with icing sugar.



Be inspired by our recipes and prepare our fine Confiserie Bachmann products yourself.

Enjoy!

www.confiserie.ch/rezpte



Our bakery at the heart of Lucerne

Committed to serving you 365 days a year!

At Werkhofstrasse 20 in the Tribtschen district of Lucerne you will find our cafe, sales outlet, ordering office, packaging department, dispatch and various storage rooms. Our bakery is also located here, on the first floor. This is where all of our products are freshly prepared for you every day before being delivered to our 19 specialist stores. Being centrally located means being easily within reach, allowing us to make up to six fresh deliveries per day to our specialist stores if need be. As a customer, this means you are able to enjoy our products in all of their freshness.

Being in the city centre also means many of our employees are able to come to work by bike or public transport. We bring a great deal of added value to the region, as most of our products and services are sourced locally.

Over 200 patissiers and bakers are highly committed to serving you 365 days a year with fresh delicacies in our specialist stores. Quality and freshness are our top priority. Together with an extra special attention to detail.

Key figures from the bakery

- 95% of products made are sold exclusively in our specialist stores.
- The bakery in the district of Tribtschen is over 10,000 m².
- 40 different varieties of bread are made every day.
- 100 different patisserie items and desserts are created every day.
- Over 30 different types of pralines are always freshly made.
- 65 tonnes of chocolate are used every year.
- 84 tonnes of home-made ice cream are frozen every year.
- 380 wedding cakes are created every year.
- Over 120 cakes are made to order (for 4 to 1,000 people) every weekend.

We are proud of our great team and the great expertise, passion and commitment of our long-serving employees. Many of these employees have been with us for years; quite a few since serving their apprenticeship.

Take a look inside our bakery
www.confiserie.ch/film



Luxemburgerli

Crispy yet creamy, the jewel among confections, a finely assorted gift or an irresistible temptation.

Luxemburgerli

Luxemburgerli (literally “little Luxembourg”) are a Swiss type of macaron and a highly popular, handy bite-sized snack for on the go. Elegantly held between two fingers, they are light, airy, easily digestible and available in a range of flavours – each more tempting than the last. The epitome of taste!

The secret to our Luxemburgerli

Inquisitive and eager to learn, young patissiers Matthias and Raphael Bachmann moved to France. Here they broadened their knowledge and honed their skills in leading patisseries such as Fauchon, Gérard Mulot, Peltier and Lenôtre in Paris, Riederer in Aix-en-Provence and Wittamer in Brussels. Other destinations on their travels between 1993 and 1997 included Bahrain, Dubai, Japan, South Korea and Spain. At the time, the current CEOs were set on gaining as much experience as possible after their training before being the fourth generation to enter the family business. They returned with the secret to making Luxemburgerli, which they have now honed to perfection.

Luxemburgerli by Confiserie Bachmann are available exclusively in the cantons of Lucerne and Nidwalden in a tempting, trendy and seasonal combination of at least eight different varieties every day. Be amazed by the creativity of our patissiers! For more than 35 years, Confiserie Bachmann has been making the light, airy almond confection consisting of the finest layer of smooth cream sandwiched between two meringue halves. Luxemburgerli should be consumed quickly, as they only stay fresh for two to three days – although they never last that long. Those who have the good fortune to receive one, will gladly share it – or slip off to enjoy it quietly in secret.

Luxemburgerli is a trademark of Confiserie Sprüngli AG, Zurich. Confiserie Sprüngli AG has granted Confiserie Bachmann AG the right to use the brand name for selling Luxemburgerli directly through its specialist stores in the cantons of Lucerne, Obwalden and Nidwalden.



Paris, 1996: Matthias Bachmann honed his expertise in renowned patisseries such as Fauchon, Lenôtre and Peltier; Raphael Bachmann in Gérard Mulot.





The world of desserts

The fabulous sensation of a patissier's creation

Looking for a special cake for a special occasion or simply a fine dessert for an evening with friends? The crowning glory of any celebratory meal is without a doubt dessert. Our fabulous cakes are lovingly made with great care and attention from only the finest and freshest ingredients. Our aim is to create the perfect cake exactly to your liking – both in terms of taste and appearance – while at the same time making quality and freshness our top priority. In doing so, we use only the finest raw materials and completely avoid the use of chemical additives, preservatives and artificial flavours.

Special cakes

We will be only too happy to advise you in person at our Tribschen production site at Werkhofstrasse 20 in Lucerne. Please call to arrange an appointment in advance. All cakes can, of course, be ordered via our website.

Online shop
www.confiserie.ch/torten
www.confiserie.ch/hochzeitstorten

*A party without a
"Bachme" cake is just
a meeting.*



Our cake brochures

Over 500 special cakes! Shipping cakes, flip cakes, birthday cakes, photo cakes, shaped cakes, marzipan figures and all kinds of cake decorations.

Brochure www.confiserie.ch/tortenprospekt

Over 150 different wedding cakes, table decorations, cake flavours and appetiser ideas as well as a price list, order form and tips.

Brochure www.confiserie.ch/hochzeitstortenprospekt

**10%
discount**

on ordering a cake online at
www.confiserie.ch/torten

.....
Discount code:
120Bachmann

*“I still have a few ideas
up my sleeve.”*

Often found in the bakery toying with new products, Head of Product Development Else Rindom knows exactly which trends appeal to customers and which experiments are best left alone. The qualified butcher started working for Confiserie Bachmann in 1999 for a very special reason.



*Else Rindom is responsible
for product development.*

Else Rindom, let's start on a very personal note: If you look at the organisational diagram of Confiserie Bachmann, you'll see that the name Rindom appears twice. How's that?

Else Rindom: (smiles) You've done your research. Yes, it's true, my husband works as a production manager. It all comes down to "love"...

Now I'm really intrigued!

My husband Carsten and I originally come from Denmark. That's where we first met and got to know one another. When he was young and adventurous, Carsten travelled to Switzerland to do an internship here with Confiserie Bachmann. After a few months, I missed him so much that I decided to come to Switzerland too. And shortly thereafter, I started working for the company as well, completing my apprenticeship as a patissier-confiseur.

Although you're actually a qualified butcher.

Yes. But I couldn't imagine going back to working as a butcher now.

Bachmann recipes

Be inspired by our recipes and prepare our fine Confiserie Bachmann products yourself. Enjoy!

www.confiserie.ch/rezepte



And back to Denmark?

That neither. Although my husband and I have actually tried: In 2009 we opened a bakery on the west coast of Denmark and fulfilled our dream of being self-employed. Although the business did well, four years later we decided to pack up again and leave Denmark.

Why?

It was such hard work that we had no time for ourselves. We just agreed it wasn't doable any more. We were all the more happy therefore to be able to return to Confiserie Bachmann in 2013. We're very grateful to the company for this.

You're now in charge of product development.

Sounds interesting.

It is! I've got the opportunity to develop new products from scratch. I enjoy this creative aspect of my job the most. Just today, for example, I spent the whole day working on developing new products.

What exactly does that entail?

Basically, as the name suggests: I spend the whole day in the bakery and the kitchen toying with different ingredients and ideas for new products. This involves much more than just the taste. Can the new product be practically wrapped? Will it stay fresh for long enough? Will customers like it? These are all factors for consideration in the development process.

Can you give me an example of a newly launched product that was particularly popular with customers?

Cupcakes! We also found these were a big seller in Denmark. On introducing the sweet treats into Confiserie Bachmann's range a few years ago, the response from customers was initially rather lukewarm. Today, the cupcakes are an integral part of our range.

So who decides whether a new cupcake will or won't be sold?

Every Tuesday, the management meet to discuss various issues. If there is a new product in the pipeline, I bring it to the meeting and let all those present sample it. If the majority like it, there's a good chance it will be sold.

I wouldn't mind being a part of those meetings. Where do you actually get your inspiration for new products?

I collect ideas everywhere: when shopping, at trade fairs, on holiday or online. Customer feedback is also a great source of inspiration for new ideas.

What sort of things do customers say?

Today's customers often ask for vegan products. Although these will probably never be best-sellers, it's nice to be able to meet customer needs by offering vegan salads and sandwiches for example.

Do you sometimes test "crazy" products with special ingredients, like chocolate with chilli?

Actually, we already have chilli chocolate in our range. I love experimenting with special creations, although customers do tend to prefer the more traditional recipes. There is often little scope for culinary adventure in day-to-day business – but there is always the opportunity for creative innovations. Basically, we all want food that delivers on taste as well as nutrition. Whether exotic or traditional, it all comes down to the taste.

"We all want food that delivers on taste as well as nutrition."

Now I'm intrigued again. Which new products can we look forward to?

Naturally, I'm not going to reveal all here. This much I will tell you: I still have a few ideas up my sleeve.



Grand cru

The finest of all chocolate

Around five per cent of the world’s harvest is “fine cocoa”.
The finer the cocoa beans, the richer and more intense the flavour. Ultimately,
it all came down to genuineness and authenticity for Confiserie Bachmann.

The roots of premium chocolate

By Lake Maracaibo in Venezuela lies the cocoa-growing region “Sur del Lago”, where premium cocoa is cultivated across around 5,000 hectares of land. The cocoa plantations primarily lie in the undulating territory of the Andes foothills.

When harvesting the cocoa, great attention is paid here to preserving natural resources and being particularly mindful of nature and the environment. The cocoa farmers are remunerated fairly for the cocoa and benefit from socially acceptable working and production conditions.

A very special bean

The “criollo” bean from Maracaibo is not just any old cocoa bean, it is the best. Being able to enjoy the pure, distinct flavour of the oldest and most original of all cocoa beans is any chocolate lover’s dream.

The “criollo” bean, which seduced Europe’s elite in the 17th and 18th century, has an irresistible aroma and a flavour that most contemporary cocoas lack. The premium chocolate gained from the “criollo” cocoa bean tastes real, authentic and pure.



From bean to chocolate

Traditional and careful roasting enables the fine character of the “criollo” cocoa to fully unfold. The beans are slowly roasted in small batches until they reach their optimum flavour.

Conching, the traditional, intense process of refinement, allows the underlying richness of aromas to gently develop during a long process of mixing, agitating and aerating. This helps to achieve the perfect consistency, fineness and melt.

Grand cru Maracaibo chocolate contains cocoa butter from the first press, without the addition of foreign fat and only with real, pure vanilla from Manara, Madagascar.

Grand cru specialities from Confiserie Bachmann

Our confiserie produces three unique and authentic grand cru chocolates, distinguished by their cocoa content:

- **Maracaibo Clasificado 65%:** dark couverture with an intense flavour and subtle fruit acid note
- **Maracaibo Criollo 49%:** dark couverture with a gentle, mild flavour
- **Maracaibo Criolait 38%:** a full-bodied milk chocolate with a fine hint of honey

A delicate touch, great precision and finesse combine to create our unique grand cru truffles, grand cru pralines and grand cru chocolate bars from these exquisite chocolates. Taste the difference!

Online shop www.confiserie.ch/grandcru
Production www.confiserie.ch/grand-cru
Commercial www.confiserie.ch/grandcruvideo



Test winner

A selected panel of judges made up of industry professionals, sensory analysts, food experts and gourmets crowned Confiserie Bachmann the winner of the grand cru test of top confiseries. The test was conducted in the form of a blind tasting. Confiserie Bachmann also excelled in terms of outstanding value for money.

www.testwinner.ch



5 senses of chocolate

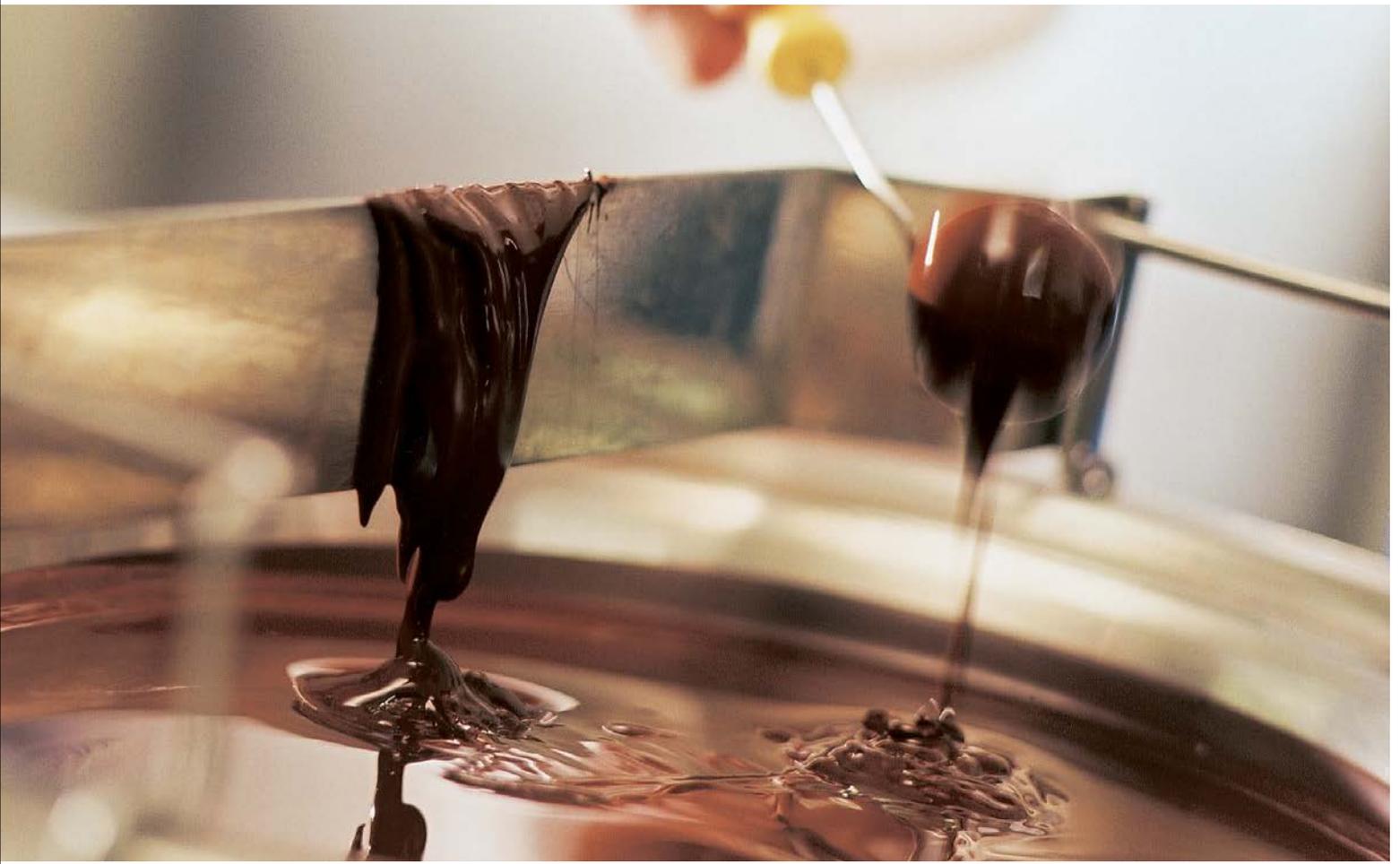
See
 The chocolate must be evenly coloured and flawless in appearance for a mouth-watering experience at first glance.

Savour
 The perfect chocolate finely melts in your mouth and feels silky smooth.

Smell
 The typically bitter-sweet but unobtrusive aroma is unleashed on unwrapping the bar.

Taste
 A taste sensation!
 The mild and mellow taste of chocolate slowly develops into a richness of flavour. The clear, creamy sweet aftertaste lingers like a fine wine.

Hear
 The clean, crisp sound of chocolate breaking, without any crumbling.



“Schutzengeli” truffles



“Schutzengeli”

Everyone needs a guardian angel! Or two or three ...
...mmmh, delicious. Gifts are meant to enchant, light up your eyes and halt
time for just a moment.



Light, crisp “Schutzengeli” (guardian angel) truffles are created at the heart of Lucerne with great precision and finesse. A smooth praline cream filling with a crunchy waffle brittle, rolled in exquisite, aromatic nuts and covered in the finest Swiss milk chocolate. The combination of these exquisite ingredients gives the truffle a very special note and a fine flavour.

Once they start melting on your tongue, you are sure to start melting too! What better way to touch the hearts of others than through sweet and indulgent gifts that are guaranteed to be exclusive taste sensations? Irresistible and unique, these supreme “Schutzengeli” truffles promise to be the perfect gourmet treat. A lovely thought-provoking gift or one to enjoy, delight or surprise. Including a booklet with personal messages and illustrations by Lucerne-based artist Lillyane Trachsel.

The Bachmann Trust

Every one of our guardian angels, created with passion by our chocolatiers, goes to help people in need. At least CHF 20,000 is donated to our own Bachmann Trust every year from the proceeds of our guardian angels. And that means you too, as a gourmet, become a guardian angel yourself. There’s never been a better way to enjoy chocolate.

Swiss Ethics Award

Confiserie Bachmann AG’s “Guardian Angel” project was nominated for the 2012 Swiss Ethics Award. The Swiss Ethics Award honours projects which set new ethical standards in business.

A guardian angel to suit all tastes

“Schutzengeli” truffles come in five tantalisingly tasty varieties:



SWISS ETHICS AWARD | NOMINIERT 2012

Online shop www.schutzengeli.ch
Commercial www.confiserie.ch/schutzengeli

Guardian angels in action

Chocolate bunnies for the children’s hospital

On behalf of the Bachmann Trust, FC Lucerne bring chocolate Easter bunnies to the children and staff at Lucerne Children’s Hospital, who do a sensational job every day.

Picture gallery www.confiserie.ch/kinderspital



Guardian angels for the SSBL

FCL delivers guardian angels on behalf of the Bachmann Trust. Residents and staff at the SSBL (foundation for the severely disabled) were over the moon. 😊

Picture gallery www.confiserie.ch/ssbl



"Schutzengeli" truffles



We wish to be able to use the proceeds from the sale of our guardian angels to help fund many more social projects.

Raphael and Matthias Bachmann



I wish for lasting health and happiness for all of my friends and family.

Moritz Tschannen

WE WISH FOR HEALTH, HAPPINESS, PATIENCE AND ALL THE BEST FOR US AND OUR FAMILY.

Patricia, Jana and Stanislava Lickova



We wish to be able to spend many more wonderful years together, with lots of surprises and sweet temptations!

Marcel Ferk and his partner



We wish for a fire truck and a train set.

Julian, Raphael and Jonas



I wish my guardian angel would come sooner next time.

Zeno van Essel



I wish for a warm and sunny winter.

Sebastian Gainza

**Make a wish with a
"Schutzengeli" truffle!**



*I wish for good health
for my family.*

Doris Müller



*We wish that Bachmann stays
in Sihlfeld for a long time.*

Vanco Gligorov and Cuija Gligorova



*We wish for everyone
to be happy!*

The Simoes family



*We wish for health and
happiness for Nathanael.*

Remo Grolimund and Lina Fischer



*My guardian angel has always looked after
me well. I can only say thank you.*

Ariane Nussbaum and Wanda



*I wish for my guardian angel to protect
and like me.*

Nikolas Hofer

Pralines



Baileys Truffle*

A home-made truffle and gourmet favourite! Baileys truffle filling with milk chocolate.



Champagne Truffle*

Creamy truffle filling with fine Marc de Champagne. Rolled in icing sugar.



Cream Truffle lait

Smooth, creamy truffle filling with milk chocolate.



Cream Truffle noir

Smooth, creamy truffle filling with dark chocolate.



Cream Truffle blanc

Smooth, creamy truffle filling with white chocolate.



Cream Kirschli*

Light chocolate truffle filled with liquid kirsch liqueur and truffle cream.



Grand Cru Apricot

Soft, dried apricot combined with a smooth, creamy grand cru truffle filling. Coated in a criollo cocoa couverture.



Grand Cru Framboise

Fine dark couverture with criollo cocoa from the Maracaibo region. Intense cocoa flavour enhanced with fruity raspberries.



Grand Cru Truffle lait

Fine milk couverture with criollo cocoa from the Maracaibo region. Full-bodied milk flavour with a fine hint of honey.



Grand Cru Truffle noir

Fine dark couverture with criollo cocoa from the Maracaibo region. Distinctly delightful flavour and a subtle fruit acid note.



Grand Cru Passion

Fruity passion fruit pulp combined with a smooth, creamy grand cru truffle filling for a guaranteed taste sensation.



Grand Cru Caramel

Fine dark couverture with criollo cocoa from the Maracaibo region. Intense cocoa with a balanced mix of fruit acids and fresh caramel.



Coconut Crisp

A blend of fine coconut milk cream and crispy feuilletine praline cream. Covered in white chocolate.



Brasilia Café

Creamy ganache with strong, southern espresso, covered in milk chocolate.



Herzli Gianduja

Chocolate hearts filled with soft hazelnut gianduja and nougat pieces.



Crescent Nut

Dark-roasted, caramelised hazelnuts in a soft praline cream, coated with milk chocolate.



Schutzengeli® lait

Light, crispy truffle with a smooth praline cream, covered in crunchy rocher in milk chocolate.



Schutzengeli® noir

Light, crispy truffle with a smooth praline cream, covered in crunchy rocher in dark chocolate.



Schutzengeli® Caramel

Light, crispy truffle with caramel fleur de sel, covered in aromatic hazelnuts and white chocolate.



Nougat 1897

A blend of the finest caramel and hazelnuts with a grand cru ganache.



Wasserturm® lait

Soft praline cream with nougat made from ground nuts and milk chocolate.



Wasserturm® noir

Semi-liquid Alpine caramel with smooth, dark chocolate.



Engadine Walnut

The classic! Soft walnut marzipan, covered in white and dark chocolate.



Tarragon Nut

Roasted, caramelised hazelnuts in gianduja, coated with milk chocolate.



Lucerne Praline

Refined almond filling in vanilla chocolate, decorated with Lucerne landmarks.



Napoleon Truffle*

Sour cherry with liquid kirsch liqueur, covered in dark chocolate and rolled in cocoa powder.



Kirsch Finger lait*

Liquid kirsch in a crunchy sugar crust, covered in milk chocolate.



Kirsch Finger noir*

Liquid kirsch in a crunchy sugar crust, covered in dark chocolate.



Smile® Hazelnut

Soft praline cream made from freshly roasted, ground nuts in milk chocolate.



Truffle d'Or

Milk truffle with gold dust and light mousse au chocolat.



Desire Almond Cream

Creamy almond praline in milk chocolate with hazelnut gianduja rosette.



Pilatus Spitzli® Almond

Smooth almond and hazelnut gianduja. Coated with milk chocolate and almond decor.



Rochers

Crunchy roasted almond splinters, covered in milk chocolate.



Baumstämmlli Pistachio

Soft vanilla gianduja, wrapped in pistachio gianduja. Dipped in vanilla chocolate.



Nougatine Brittle

Crispy almond brittle, filled with the finest almond gianduja and coated with milk chocolate.



The melt-in-the-mouth “Bachmes”

Freshness, select ingredients and artisan chocolatiers
make all the difference.

“Compromises are for relationships – not for chocolate!”

This is the motto we abide by when selecting the ingredients for our melt-in-the-mouth Bachmann pralines – which are freshly prepared by hand every day on the premises according to traditional recipes. We dispense with preservatives in favour of flavour and freshness. Bachmann’s unique quality is thus a culmination of outstanding freshness, select ingredients and artisan chocolatiers.

We are thus able to make our ganache for example with fresh cream and butter, and to keep our truffle fillings soft and creamy. This is only made possible by the fact that our pralines and truffles go straight from our confiserie to our specialist stores, i.e. from hand to mouth. Indulge in Bachmann’s incomparable and unique pralines made from carefully sourced ingredients and experience the fine difference. Choose from an assortment of over 36 different truffles and pralines.

Pralines made from the world’s best chocolate

The Accademia Maestri Pasticceri Italiani brought together renowned chocolatiers from Italy to take part in a series of blind tastings to compare the world’s finest chocolate for professional chocolatiers. Our “Claire” milk couverture achieved a record result, winning gold for the world’s best milk chocolate.

The couverture was awarded gold for its irresistible milky flavour, creamy velvety feel on the tongue, appetising reddish-brown colour and delicate, long-lasting melt. We are passionate about great chocolate.





“Lozärner Chatzestrecklerli®” A renowned Lucerne speciality

Soft and crispy Florentine biscuits –
resistance is futile.

What exactly are “Chatzestrecklerli”?

A true Lucerne speciality! “Chatzestrecklerli” (literally “cat stretchers”) are fine Florentine biscuits with honey and almonds and a hint of apricot. “Chatzestrecklerli” have been made exclusively by Confiserie Bachmann in Lucerne for over 50 years, using only the finest ingredients, great dedication and outstanding craftsmanship. In 1982 they became a registered trademark. “Portable” and not susceptible to changes in temperature, “Lozärner Chatzestrecklerli®” make the ideal gift and can be ordered on our website.

Where does the word “Chatzestreckler” come from?

Just like the people of Bern are colloquially known as “Mutzen”, the people of Basle as “Bebbi” and the people of Zurich as “Hegel” – the people of Lucerne are jokingly called “Chatzestreckler”. Historians give the following explanation for the nickname: Shortly before arriving at their pilgrimage site Einsiedeln, the religious people of Lucerne had to cross a mountain ridge called “Chatzestrick” (cat rope), which gradually turned into “Chatzestreckler” (cat stretchers). This mountain ridge links the two localities Altmatt and Einsiedeln and is 1,053 metres above sea level. The name of the pass has nothing

to do with either a cat or a stretcher. The first part of the word is derived from a farmer by the name of Kätzi, who farmed this region. The second part of the word comes from “Strichen”, i.e. the old German term for stretches of land. The people of Lucerne rather liked this nickname, arguably because people thought that they were probably not at all as religious as they seemed.



Online shop www.chatzestreckler.ch

Commercial www.confiserie.ch/trickfilm



“Wasserturm Stein®” Lucerne’s culinary landmark

Set against a picturesque backdrop, with a world-famous octagonal tower in the middle of the water, Lucerne is one of the world’s finest cities – but how does it taste? What better way to find out than by sampling Lucerne’s culinary landmark, the “Luzerner Wasserturm Stein®”. At least, that is if you share the opinion of many of the city’s inhabitants that the beauty of Lucerne is reflected in the taste of the city’s culinary landmark. Try it!

The original “Luzerner Wasserturm Stein®” is a true culinary sensation and has been a great Swiss speciality for years. Due to its uniqueness, the hand-made speciality has even been registered as a trademark. Surprise your friends, customers and acquaintances with a piece of Lucerne history and true confiserie craftsmanship.

Commercial www.wasserturmstein.ch

Lucerne specialties



“Wasserturm Stein®”

A hand-made speciality with a fine kirsch or Baileys filling, soft biscuit and gianduja as well the finest chocolate. Lucerne’s culinary landmark made according to our traditional recipe.



“Schoggi Türmli®”

A perfect replica of the water tower in chocolate! Encased in the tower, which is dipped in light and dark chocolate, is a smooth kirsch truffle filling.



“Pralinés de Lucerne”

An exclusive tin filled with 15 of our smooth, home-made Bachmann pralines.



“Lozärner Chatzestreckerli®”

A true Lucerne speciality with honey and almonds and a hint of apricot.



Lucerne cake

The taste of Lucerne – a delicious speciality with an aromatic hazelnut filling.



“Wasserturm®” cake

Lucerne’s landmark since 1333, replicated in the form of a chocolate almond cake.



The history of one of the world’s most famous towers

At the heart of Lucerne, on the River Reuss, lies the octagonal water tower with its coloured tile roof, which was built in 1290. Measuring 34.5 metres in height, the tower is the landmark of the city of Lucerne and the most photographed building in Switzerland.

On looking at the tower you experience what appears to be an optical illusion, for who really believes that its circumference (39 m) is greater than its height?!

It is this distinctive shape, however, that makes the tower unique worldwide. The walls of the tower are three metres thick all round.

The tower is connected to the “Kapellbrücke” (Chapel Bridge), the oldest and probably longest covered wooden bridge (204 m) in Europe. It was first mentioned in the Lucerne municipal register in 1367 and was probably built in 1333 as part of the city fortifications.

The now 700-year-old tower was first used as an observation tower and, together with the “Kapellbrücke”, as a defence post against ships coming from the south (what is today the newer part of the city). That is why the balustrade of the “Kapellbrücke” was built higher, facing the lake.

On the spire of the tower is a stork’s nest, which unfortunately has not been occupied since 1887.

Over the course of time, the tower has served a number of purposes: As an interrogation room, torture chamber and dungeon, as a vault for the city’s treasures and archives, and as a prison.

Unfortunately, a fire on 18 August 1993 destroyed a large part of the “Kapellbrücke”. Within eight months, however, the bridge was faithfully reconstructed, allowing the “new Kapellbrücke” to be opened on 14 April 1994.

*“Early mornings
are our busiest time.”*

Daniel Weber discovered his passion for baking at an early age in his parents’ bakery. It therefore comes as no surprise that the production manager of Confiserie Bachmann is still passionate about his job 20 years later. This is also evidenced by the fact that the top confiseur would much rather be in the bakery than in the office.

Daniel Weber, I’m sure you’re a very popular guy.

Daniel Weber: What makes you think that?

Being in charge of production surely means you’re always handing out sweet temptations.

Actually, I am. Whenever I’m invited anywhere, I generally take pralines with me. I often don’t realise just how much my friends love them until I forget to bring some and see the look of disappointment on their faces. (laughs)

You’re surrounded by all kinds of delicacies every day ...

...and I just “have to” sample them regularly, or at least taste them.

A dream job!

Definitely! I was literally born with a passion for my profession. My parents had a bakery, which made me realise at an early age what it means to run such a business. That includes the good things, such as freshly baked croissants in the morning or talking to regular customers, and the challenging aspects.

Such as?

We’re caught up in a dynamic industry. Competition is fierce, especially in a city of bakers like Lucerne. A great deal of dedication, passion and conviction is required every day to succeed. If you don’t think like a baker 24/7, you’ve got no chance.

You’re responsible not only for product quality but also for production staff. As the boss, can you still also be found in the bakery?

Of course. Being in charge of production means ensuring every product that passes over the counter is of impeccable quality. Every day, I lead by example in terms of what I expect from my employees. This basically means that I also turn up for work between 5 and 6 a.m. in my work clothes rather than a shirt and tie. After all, early mornings are our busiest time.

What is especially important when it comes to your employees?

The main thing is that the right person is assigned to the right task. Here it’s important to know and play to the strengths of each individual employee. Those working in the Bachmann



Chief Chocolatier and Senior Executive Daniel Weber.

confiserie, for example, should not just like but love working with chocolate!

You've been at Confiserie Bachmann for 20 years now.

How has the company changed during this time?

When I first started, there were 90 employees in all. Today, there are over 478. Naturally, such growth has also brought about great change. What hasn't changed, however, is the family atmosphere. We believe in the importance of working alongside our employees. That's why they appreciate it when the boss rolls up his sleeves and starts working on the dough or moulding the chocolate.

Do you think customer expectations have changed over the years?

Most definitely. Today's customers are much more health-conscious, wanting food low in calories. This is a rising trend.

How are you responding?

A good example of this is the beverage industry; a highly competitive market with a huge range of offers. However, 95 per

cent of all beverages are in fact totally over-sweetened. A while ago, we deliberately started selling home-made tea. Our raspberry and bergamot Napfkräutertee (organic herbal tea from the Napf region) is virtually calorie-free and unsweetened. Our tea range is very popular and a top seller.

You're constantly adding new products to your range.

For example this summer, with the Pain Paillasse®chilli.

Where do you get your inspiration for such special products?

From many different sources. I go through life with an awareness and perception of the world around me and draw my inspiration from my travels, trips to restaurants, magazines... basically from everywhere and everything.

Aside from all the new additions, are there also products that have remained hugely popular from the very beginning?

Of course. A classic example are our pear pastries. These are still made according to the same old recipe. Some products are so popular that we deliberately don't change them. So have no fear, our strawberry tartlets and cream slices are not about to disappear overnight. (laughs)

“Those working in the Bachmann confiserie, for example, should not just like but love working with chocolate!”

A look inside the bakery

Be inspired by the quality and creativity of our bakery.

www.confiserie.ch/film

Legendary *Lucerne pear pastries*

Made from yeast dough with crunchy walnuts or from short-crust pastry with juicy sun-ripened sultanas. Thanks to the especially high fruit content of Lucerne hinterland pears, Bachmann pear pastries are packed with vitamins and thus a healthy snack. Grandfather's spice mix – a blend of cinnamon, coriander, nutmeg and a hint of aniseed – creates a delicious but also refreshing taste sensation. As with all Bachmann specialities, we dispense with preservatives in favour of natural flavour.

The creation of Lucerne pear pastries

The numerous fruit trees in the Lucerne hinterlands blessed the farmers with a rich fruit crop. Not all of this fruit could

be sold. To avoid having to sustain losses, the farmers either dried the fruit or left it to dry in the sun. In late autumn, the women would create a fruit mixture from this dried fruit, roll it in dough and bake it all in the oven using the residual heat from baking bread. This has now become a regional speciality and is made all year round. Cut into pieces and spread with a thin layer of butter, Lucerne pear pastries are a fine delicacy for breakfast, for elevenses or with coffee or tea.

Specialities in the online shop
www.confiserie.ch/spezialitaeten





A tradition *Lucerne "Lebkuchen"*

Over the last few decades, the original Bachmann Lucerne "Lebkuchen" has become the ultimate Lucerne pastry speciality, made exclusively from natural ingredients. Of this we can be proud. The traditional pastry is largely made of fresh cream from Central Switzerland and concentrated pear juice from the amstutz Manufaktur in Rothenburg.

The original recipe has been passed down through the generations and also contains a special "Lebkuchen" spice mix made according to a well-guarded secret recipe. A supreme culinary delight and one of Switzerland's greatest pastry specialities. Our Lucerne Lebkuchen are often served as a dessert with semi-whipped cream.

The creation of Lucerne "Lebkuchen"

Farmers in the Lucerne hinterlands made an outstanding perry from the pears. As the must only had a limited shelf life, the farmers came up with an idea for preserving it. The excess must was condensed into pear honey and served by the women as a spread for breakfast or an accompaniment to parboiled potatoes and cheese. 100 litres of must produce approx. 4 kilogrammes of thick, strongly flavoured pear honey. The concentrated pear juice was also used with flour and a home-made spice mix to bake "Lebkuchen", especially around

Christmastime. For elevenses or a light evening meal, the pieces of "Lebkuchen" were spread with soft butter or doused with light pouring cream.

Recipe for Lucerne "Lebkuchen"

250 g cream, whisk until semi-stiff	55 g "Lebkuchen" spice mix
280 g concentrated pear juice	700 g light wholemeal flour
185 g sugar	40 g baking soda
200 g milk	50 g milk
55 g kirsch or pomace	100 g concentrated pear juice

Preparation (makes 3 cakes of approx. 20 cm ø à 600 g)

Mix the cream, 200 g of milk, 280 g of concentrated pear juice, sugar and kirsch/pomace together. Gradually add the "Lebkuchen" spice mix and flour and keep mixing. Dissolve the baking soda in 50 g of milk and mix in. Stir the mixture until smooth then pour into a greased tin and bake for approx. 25 minutes at 190°C.

Coat the "Lebkuchen" with 100 g of concentrated pear juice when still warm and leave to cool on a cooling rack. Serve the "Lebkuchen" with whipped cream with a hint of vanilla sugar.



The culinary world of Easter



Birds are chirping happily again early in the morning, warm rays of sun are beginning to tickle your nose and crocuses are poking their tiny heads up above the soil to see what's going on: when spring arrives and nature starts to wake up again, Easter is just around the corner.

Confiserie Bachmann, the well-established family company with 120 years of experience, comes up with innovative, exquisite chocolate creations time and again. When Easter comes round, they serve up their creations of fanciful, funny Easter bunnies. They range from traditional, classic rabbits to cool

bunnies, such as bunny minions or star bunnies – made with loving care by hand, the chocolate bunnies are an absolute highlight both in terms of looks and taste. All the trendy bunnies come into the Confiserie Bachmann specialist stores four weeks before Easter and are available while stocks last.

Video "Our Easter production"
www.confiserie.ch/ostervideo



www.confiserie.ch/osterprospekt

Video "Creating a Bachmann Easter bunny"
www.confiserie.ch/schoggihase



Chocolate bunny and Easter

Easter is said to be named after Ostara, the ancient Greek goddess of dawn and spring. It no doubt also has something to do with the East, the direction from which the spring sun rises higher and higher. Easter is not just a religious feast celebrating the resurrection of Christ. At Easter, we celebrate life and enjoy melting moments with chocolate bunnies.



Christmas gifts and individual customer presents



Gifts should bring a smile to the face of the recipient and briefly make the world stand still.

Christmas is a time of giving and thinking of others. Enchant your loved ones and tempt their taste buds with a deliciously sweet treat from our bakery. Over the Christmas period, we produce fresh, tasty Christmas treats every day for people of all ages with great precision and finesse.

Video "A look inside the Christmas bakery"
www.confiserie.ch/weihnachtvideo



Personalised packaging and special gifts for your customers

Personalise your packaging to suit your own taste with a personal message and picture. We also have just the customer gift for you: customised products featuring your logo, picture or photo.

Online shop
www.confiserie.ch/kundengeschenke



Christmas catalogue
www.confiserie.ch/festtage

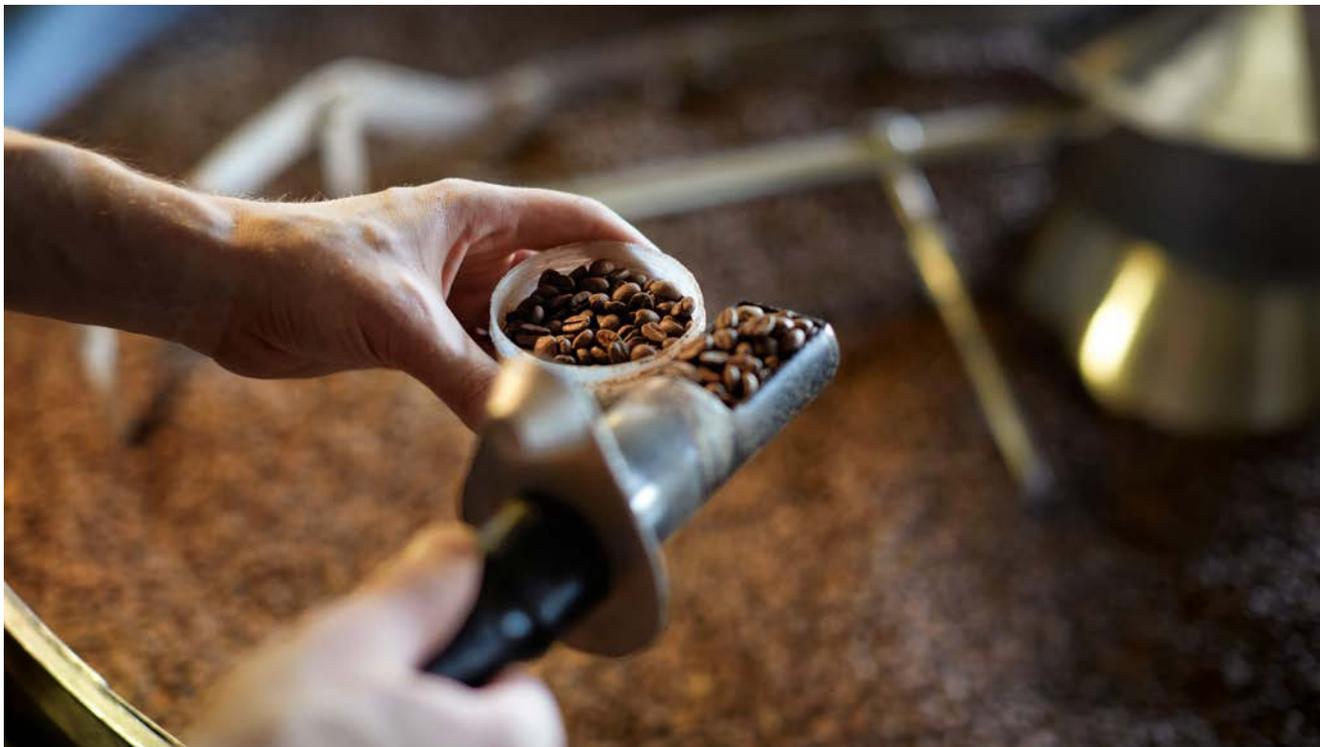
Where our tea comes from

In the L'art du thé factory in Ballwil, the crystal sachets are made for us using state-of-the-art technology. The amount of tea is weighed out precisely. The cloth fabric is cut and heat-sealed with ultrasonic technology. The basis for the perfect tea experience is the quality of the leaves and precise

processing. This is why Barbara Vogel-Häfliger regularly travels to the tea growing areas. In the tea plantations, premium types of tea are tried, tasted and selected with great precision. We set great store by quality and sustainability. As soon as the tea arrives on the company's own premises, each batch is

checked and tasted again to guarantee we provide a constant and consistent quality.





Exquisite coffee culture

For almost one hundred years now, the family-owned company RAST has cultivated a culture of enjoyment. And since 1946, it has been dedicated to the roasting of the finest gourmet coffee and the cultivation of exquisite coffee culture. In the process, the passion for and love of coffee are handed on from generation to generation.

RAST has a no-compromise approach on the road to making perfect coffee. Total concentration, a good nose and constant, precise quality checks are

necessary to ensure that the result also satisfies our own high demands. At RAST, the raw coffee comes exclusively from the best growing areas in the world. The position, climate, condition of the soil in the plantations, as well as cultivation and harvesting conditions are all well known thanks to personal relationships with the producers and suppliers.

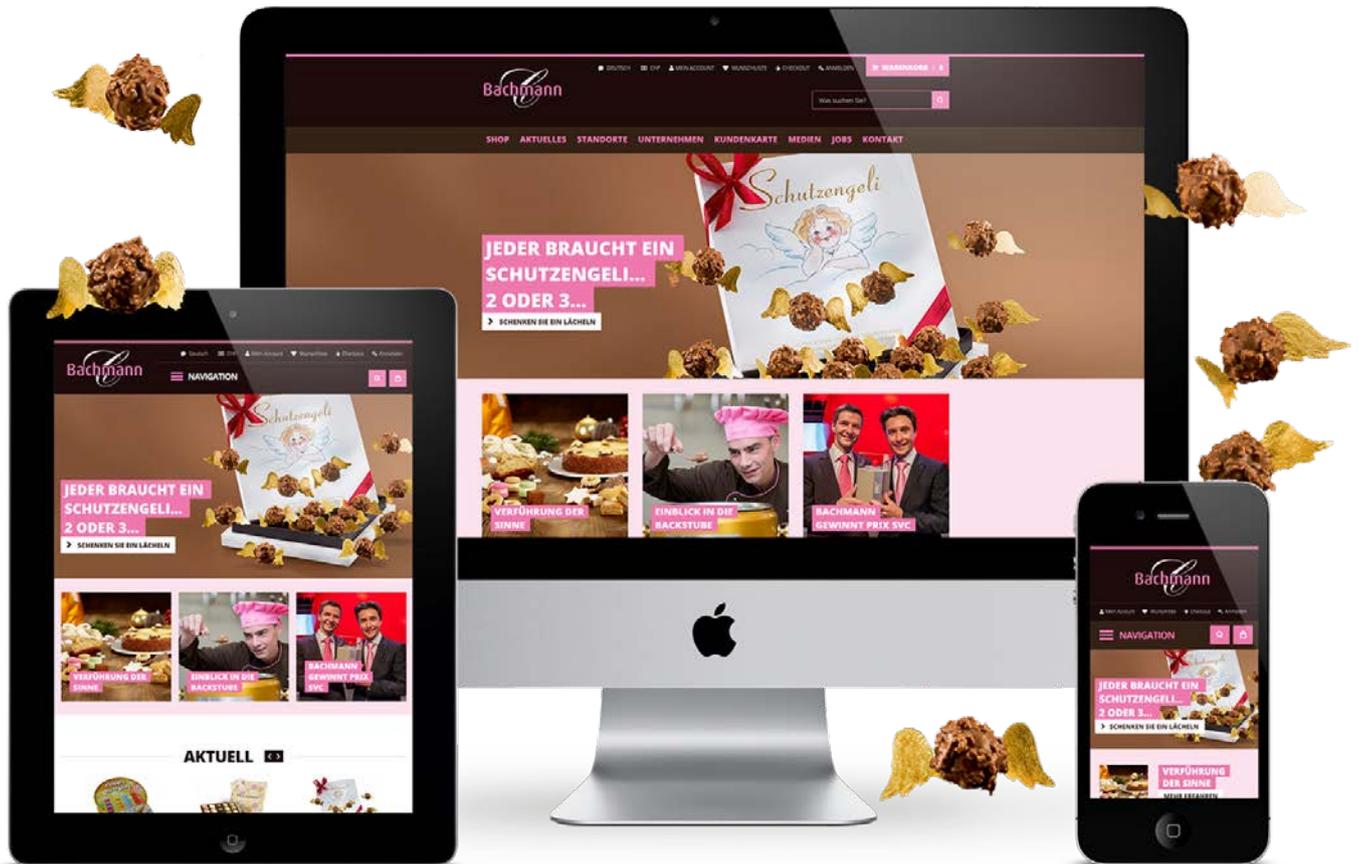
In the drum roaster, the coffee beans are roasted slowly and then cooled with air. To ensure that freshness and

quality are always guaranteed, the raw coffee is roasted fresh every week when we order it. What's more, Markus and Evelyne Rast regularly support us in the quality assurance of our coffee specialities.

Video on roasting to create coffee perfection
www.premiumcoffee.ch



RAST KAFFEE
GOURMET RÖSTEREI



Order Bachmann specialities *online*

Welcome to the most extensive European confiserie website. With more than 3,000 articles, our online range is currently unsurpassed. Ask for brochures, download the necessary information, work out the perfect catering amount, be inspired by various pictures of gateaus that can be dispatched and order delicious pralines and other specialities.

Fill your basket at your leisure with the exquisite Bachmann specialities to fulfil your heart's desire. We will deliver the products to your home or send them anywhere in the world, as you require. Friends from far off places and people missing their home town of Lucerne no longer need to wait long for their favourite Confiserie Bachmann specialities from the city of lights. Order today – enjoy tomorrow!

Elvisa Kumalic, pastries and pralines are not just available in your specialist stores but also in the online shop.

What is your target audience?

Elvisa Kumalic: Primarily gourmets but also anyone who is looking for the endless imagination we offer in the trade, whether you are talking about a wedding cake, pralines with a logo, pastries featuring a photo or, for example, a protein-based bread for people who are health-conscious. You can also order salads, pastries and fresh products.

Online, the most popular goods are still our melt-in-the-mouth, hand-made

pralines and exclusive specialties such as the “Wasserturm Stein®” (Lucerne water tower stones) and the unique “Schutzengeli” guardian angel truffles.

Sales through the online shop are gaining in importance. There are more and more customers who are prepared to spend several thousands of francs online without needing to be advised beforehand. This success speaks for our straightforward, user-friendly online shop. We are moving with the times – today you have quite simply missed the boat if you don’t provide the opportunity for people to order things quickly and easily online using a mobile device.



Elvisa Kumalic, head of Administration, in an interview on the online shop.



Best website

The Confiserie Bachmann website has been selected as the best in the baking industry in the German-speaking area.

In a close cooperation, the website is developed and maintained by the Lucerne-based advertising agency mexan AG.

www.confiserie.ch/beste-homepage

Statement on first place – what the website has to offer

This is what a modern website looks like: Confiserie Bachmann offers an extensive range of information online, providing exactly the right mix of details, entertainment and usefulness. The corporate design is used uniformly throughout. Particularly worthy of mention is the use of **multimedia elements** – a whole range of informative, professionally filmed and edited **videos** portrays the service offering as well as the social commitment of the confiserie. Both the quality of the pictures

used as well as the ratio of text to picture and the **appropriate design** of the texts for online use are compelling. The company also focuses on the expertise of the patisserie to great advantage with a **recipes** section which is available to customers.

The **presentation of the branches** is also unusual, as it provides not only the relevant address and corresponding opening times but also special features of the particular location. And the confiserie is no less forthcoming with details when it comes to the product portfolio: **Nutritional value profiles** are part of the service, **professional product photographs** genuinely whet customers’

Top 10

- 1. Confiserie Bachmann (0 282,5 points)**
www.confiserie.ch
- 2. Rutz (0 279,5 points)**
www.rutz.de
- 3. Brotagonist (0 276,0 points)**
www.brotagonist.de
- 4. Bäckerei Steinleitner (0 265,5 points)**
www.baeckerei-steinleitner.de
- 5. Schwälmer Brotladen (0 265,0 points)**
www.schwaelmer-brotladen.de
- 6. Kaiser – Ihre Bio-Bäckerei (0 264,0 points)**
www.ihre-bio-baeckerei.de
- 7. Bäckerei Raisch (0 262,5 points)**
www.baeckerei-raisch.de
- 8. Bäckerei Engel (0 261,5 points)**
www.baeckerei-engel.com
- 9. Bäckerei Andresen (0 260,5 points)**
www.baecker-andresen.de
- 10. Bäckerei Blesgen 1873 (0 260,0 points)**
www.blesgen-1873.de

appetites for the specialties. These can also be ordered in a shop which promotes cooperative selling through product recommendations.

A further highlight is the section for applicants. **Applications** can be made not just by email, but also using a specially developed form designed specifically for the purpose.

In summary: A well-thought-out offering with a professional and pleasing design; quite simply fun!



Lunch by local courier

Order your lunch using the online shop!

Hungry and no time to cook your own lunch or go out for a meal? Then why not order online from Bachmann? We will deliver your lunch quickly and reliably by bike courier or with our own messenger.

We will also make sure to use not only the fastest but also the most environmentally sound form of transport. We've got just the thing however hungry you are. Our selection ranges from sandwiches, hot panini, salads, soups and meals as well as sweet pastries and cakes. Why not take a look at our offer yourself and see the range of dishes, pastries and desserts at a unique price/performance ratio? We are looking forward to your order and wish you "Bon appetit"!

Picture at the top: Otmar Gemperli, head of Production/Sales, in action.

Tummy rumbling?

- Order online at www.confiserie.ch/lieferservice
- If you want your meal delivered the same day, you must place your order online by 11.30 a.m. at the latest.
- The delivery will be made at the earliest 30 minutes after we receive your order.
- Lunches are delivered in the city of Lucerne and conurbation as well as in the city of Zug and conurbation.
- Our courier service operates Monday to Friday from 10.30 a.m. to 2 p.m.
- Choose one of a number of uncomplicated payment methods.



Customer service



Just ask us!

Always there for you

If you have any questions and would like some personal, expert advice, we are available Monday to Friday from 8 a.m. to 6 p.m. and on Saturday from 8 a.m. to 3 p.m.:

Phone +41 (0)41 227 7070

Email kundendienst@confiserie.ch

The home of the confectioner

We would be happy to welcome you to our production facility at Werkhofstrasse 20 in Lucerne. We would be very grateful if you could make an appointment in advance.



“It’s the small things that make something perfect; I always try to offer the customer more than they were expecting.”

Esther Schumacher
Head of Accounts,
with the company since July 2002

Visiting the company

Due to hygiene and safety regulations as well as the tight use of the space we have available to us, we unfortunately cannot open up our production rooms to the public. We have put together a 12-minute film for anyone who wants to find out more about how our fresh products are made every day and would like to see behind the scenes.

The film shows the craftsmanship involved in the top-quality production of various specialities and provides an overview of the entire company. You will also be introduced to the creative activity our profession involves. Enjoy! If your mouth is watering, we would be happy to help out and look forward to welcoming you to one of our specialist stores.

www.confiserie.ch/film

What people are writing about us ..

Die rosa Confiserie holt begehrte Trophäe



Margith und Raymond Bachmann freuen sich über den Gewinn der Trophäe.

LUZERN Im KSL ist gestern der Unternehmenspreis Pro-SVC Zentralschweiz 2014 vergeben worden. Die Confiserie Bachmann setzt starke Kör-

peraturen entgegen. Die Confiserie Bachmann hat sich im vergangenen Jahr für die Kategorie 'Produktion' beworben und hat sich im Wettbewerb gegen über 100 Unternehmen durchsetzen können. Die Confiserie Bachmann hat sich im Wettbewerb gegen über 100 Unternehmen durchsetzen können.

BRUNNEN

Nr. 20/10 | 22. Juli 2014 | portissimo

Confiserie Bachmann, Luzern - Offspring Chocolate World

Weltattraktion für Schokoladenliebhaber

Die fast 120-jährige Tradition Confiserie Bachmann eröffnete eine imposante 'Chocolate World' mit einer weitläufigen Ausstellung.

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12 LEIDENSCHAFT für eine süsse Sache: CONFISERIE BACHMANN

Der Zuckerbäcker der Luzerner

Confiserie Bachmann | Sie gehört zu den führenden Confiseries in Europa.



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Confiserie Bachmann engagiert sich in Afrika

BACHMANN Die Confiserie Bachmann verarbeitet jährlich zwölf Tonnen Kakao aus Ghana. Jetzt unterstützt sie dort eine Schule.

«Mit 6000 Franken könnte man in Ghana mehrere Häuser bauen», sagt Raphael Bachmann, Geschäftsführer der Confiserie Bachmann.

Raphael Bachmann, Geschäftsführer der Confiserie Bachmann, engagiert sich in Afrika.

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Süsse Schutzengeli brachten Glück

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Sport

Täglich ein Kilo Pasta zur Vorbereitung

Leichtathlet Matthias Bachmann startet morgen zum ersten Mal am Swiss City Marathon. Für die 46-jährigen hat der Confiserie aus Luzern gibt es dabei ein mehr als ein Kilo Pasta.



Matthias Bachmann hat sich für den Swiss City Marathon vorbereitet. Er isst täglich ein Kilo Pasta.

Informationen

Das rosarote Gespann

Confiserie Bachmann gehört zu den führenden Confiseries der Schweiz. Beim Fuhrpark setzt das Luzerner Familienunternehmen auf Ikarus auf Fiat Ducato.



Die Confiserie Bachmann hat sich für den Swiss City Marathon vorbereitet. Er isst täglich ein Kilo Pasta.

BRANCHE

Das rosarote Gespann

Confiserie Bachmann gehört zu den führenden Confiseries der Schweiz. Beim Fuhrpark setzt das Luzerner Familienunternehmen auf Ikarus auf Fiat Ducato.



Die Confiserie Bachmann hat sich für den Swiss City Marathon vorbereitet. Er isst täglich ein Kilo Pasta.

Press releases
You will find all press releases here:
www.confiserie.ch/presse



Press review
The top 20 press releases as a PDF download:
www.confiserie.ch/pressespiegel



What people are saying about us ...

“ NUSSBROT (nut bread)

I live in a district of Zurich with an excellent bakery, where I've been a satisfied customer for over 20 years.

Yesterday I bought a Pailasse® nut bread from you in Spreitenbach and was sorry I hadn't bought two or three. It was the best bread I've eaten in recent years – or perhaps ever. Well done!

Canton and service: perfect.

Kind regards
Claudia Bürli



“ FIRST-CLASS NUT SWIRLS

Hello

Nowadays, people are quick to complain. But I'm writing full of praise! Your nut swirls are simply the best! Honestly. Moist and with excellent filling, just the way I like them. There's nothing worse than dry pastries!! I often buy myself a swirl and an after-work loaf when I'm in Zug. And that's absolutely delicious too.

Thank you and please keep baking like you do.

Best regards
Barbara W.

PS: I'll spread the word!



“ WINTERTHUR BRANCH

Hello dear Bachmann Team
Unfortunately, I have to say there simply isn't a bakery/confiserie in Winterthur that can match your standards! So it would be fantastic if you could see to opening up a branch in Winterthur! You simply have fantastic products!

Kind regards
Natalie Hofmann



“ FRIENDLY SALES ASSISTANTS

Dear Mr Bachmann

I was back in Lucerne last week and for the first time visited your branch next to the Cantonal Bank. I was wanting to take something back from Lucerne for someone and so I spent a little time looking around.

One of your shop assistants approached me and asked me with a friendly smile whether I was looking for something in particular or whether there was anything she could show me. I felt very much at ease and the salesperson provided me with some excellent advice and was extremely friendly. I can only remember part of the name – it was something like Franziska.

I'm writing to tell you that it was a lovely experience and that I'll certainly come back to your specialist store whenever I'm in Lucerne again: And I would particularly like to praise the lady concerned!

Kind regards from Windisch in the canton of Aargau



“ SMALL SHORTCRUST PEAR ROLLS

Dear colleagues

I'm amazed and loving every minute of it: perfect! As a baker, I've seen a lot on my travels, I'm critical and now 83 years old. The pastry and content (pear rolls) were perfect. I just want to pass on my congratulations and say thank you for this delightful masterpiece. It was so good that I felt I had to write to let you know!

Keep up the good work and enjoy life.

Hans Müller



“ BIRTHDAY CAKE

Dear Sir or Madam

On Saturday, 28 March, I celebrated my 40th birthday with my friends and family. The crowning glory was one of your gateaus that my husband bought for me. The gateau certainly had a "wow" effect! And the name of my favourite group on it was fantastic! My guests thought it was wonderful, too! It was a great surprise. My husband told me he had ordered the gateau from the Spreitenbach branch. What a masterpiece... both in terms of looks and taste. Amazing! I really cannot praise your confiseurs highly enough! Many thanks to the creators of this amazing gateau. I'll certainly spread the word and recommend you to all my friends and acquaintances.

Kind regards
Nadja Tanner



Customer feedback

Take a look at feedback here:
www.confiserie.ch/stimmen



Available in and around Lucerne

Confiserie Bachmann is all about quality and friendly service. We have furnished all locations with a love of detail and top-quality materials to make sure you feel absolutely at home with us. Our well-trained, specialist staff will attend to your needs perfectly and are looking forward to your visit.

You can find our current opening hours at: www.confiserie.ch/standorte



Schwanenplatz
Chocolate World
Schwanenplatz 7
6004 Lucerne



Tribtschenstadt
Werkhofstrasse 20
6005 Lucerne



Kantonbank
Pilatusstrasse 14
6003 Lucerne



Railway station
Lucerne station subway
6003 Lucerne



Gleis 3
Lucerne station precinct
6003 Lucerne



Pizza Pasta Panini
Lucerne station subway
6003 Lucerne

Locations



La vie en rose®
Pilatusstrasse 17a
6003 Lucerne



Alpenstrasse
House of Chocolate
Alpenstrasse 9
6004 Lucerne



Gelateria am Quai
Schweizerhofquai
6004 Lucerne



Rössligasse
Rössligasse 17
6004 Lucerne



Länderpark
Bitzistrasse 2
6370 Stans



Pilatusmarkt
Ringstrasse 19
6010 Kriens



Emmen Center
Stauffacherstrasse 1
6020 Emmenbrücke



Mall of Switzerland
Zugerstrasse 34
6030 Ebikon



Metalli
Industriestrasse 13b
6300 Zug



Zugerland
Hinterbergstrasse 40
6312 Steinhausen



Sihlcity
Kalanderplatz 4
8045 Zurich



Shoppi Tivoli
Shopping Center 7
8957 Spreitenbach

Chocolate World

Chocoholics have a new Mecca on Schwanenplatz with the genuine attraction of the “Flowing Chocolate Wall”. 750 kilogrammes of chocolate constantly flow around the “wall”. This masterpiece is now often posted on social media channels as one of Lucerne’s attractions.

Thanks to the incredible and unique selection, the term “Chocolate World” says it all about the specialist store on Schwanenplatz. And of course Lucerne’s culinary landmark, the Wasserturm Stein® (Lucerne water tower stone), has pride of place. The main attraction of the Confiserie Bachmann specialist store is the “Flowing Chocolate Wall”, which is surrounded by enormous flying “Schutzengeli” (crispy guardian angel truffles). The flowing chocolate wall is unique in terms of size and construction and is a genuine innovation worldwide. More than 750 kilogrammes of chocolate run down the “wall”. The chocolate mass used consists of non-edible cocoa extracts which are used for decoration purposes.

The range of chocolate is extraordinarily large and is probably the largest and most diverse selection of chocolate in Switzerland. The question is whether the “Flowing Chocolate Wall” will soon become Lucerne’s most photographed attraction. But one thing is certain – Chocolate World is most definitely a feast for both the eyes and taste buds!

Architect Marc Jöhl from Lucerne was responsible for the architecture and innovative design of the new specialist store. His “Chocolate World” is setting new standards in terms of shop fitting.

“Chocolate World” has a cafe where you can enjoy and fully appreciate the delicacies on site. There is also an open praline counter with more than 36 different kinds of praline, and in the summer we would certainly recommend you try one of the exquisite, home-made ice creams.

Video through the store www.chocolateworld.ch

Opened	Employees	Sales area
2004	31	360 m ²



Constantly high appraisals from travellers





Lucerne station

Our specialist store is open 365 days a year, from early in the morning to late in the evening. You will find top-quality, fresh goods here at any time of the day.

Between the tracks, commuters and tourists, between snack bars and shops, you will find a place of culinary delights. Our specialist store in Lucerne station is open the longest of all our shops and will have just what you are looking for in your everyday situation. Sweeten your train trip with one of our various delights or even stay here for your Confiserie Bachmann lunch. Did you know that this specialist store receives deliveries six times a day? Benefit from the optimal quality. This specialist store also has an adjoining bakery, which is mainly used for the production of bread and pastries as well as the filling of sandwiches. This lively and dynamic specialist store also makes it possible to find just the small gift or a unique gâteau that will suit any occasion. A worthwhile stopover.



“It is my passion to be able to constantly optimise our top quality with state-of-the-art technology. And I think our products taste even better thanks to our sustainable thinking.”

Mirzet Vuckic
Head of Technology,
with the company since June 2013

Opened	Employees	Sales area
1972	48	150 m ²

Panettone Gottardo

The new Gotthard Base Tunnel was taken into operation in December 2016: It now takes less time to travel by train between Italy and Switzerland, particularly between Milan and Lucerne – two cities that have had close ties since the 13th century with their cultural and trade relations.

To celebrate this, the Pasticceria Loison created the unique Panettone Gottardo together with Confiserie Bachmann.

Film www.confiserie.ch/gottardo





“Gleis 3”

Just in front of platform 3, you will find a small world of treasures for gourmets who are in a hurry.

There is a small jewel in a former departure ramp for freight wagons, right by platform 3 at Lucerne station. It caters to rail travellers at the highest level. This specialist store may be small, but it has an amazing selection. Virtually everything will light up your eyes and tickle your taste buds.

The shop is ideally positioned for commuters, day trippers, and all other travellers. It's not that we don't have enough time, but that we have too much time that we don't make good use of. So use your time profitably and get yourself something sweet, a snack or even your lunch as you walk past. We look forward to your visit.



Opened	Employees	Sales area
2011	11	52 m ²



Pizza Pasta Panini

Inspired by Italian cuisine and tailored to the needs of rail customers, this takeaway brings a touch of “Italia” to Lucerne station.

In just a small space, we offer Italian fare to businesspeople, students and passers-by who haven’t got much time to stop. Fast and freshly prepared for all those who want to take away something tasty to eat.

Whether you love pasta or pizza, are a fan of hot panini or French fries and chicken nuggets, we offer our customers a large selection of tasty goods “to go”. Our customers can choose between various types of fresh pasta, different pizza toppings and fine hot panini with a range of ingredients – quite simply, we have the perfect snack for people on the go. We also stock a selection of small loaves and pastries. Whether cappuccino, espresso or another coffee speciality, coffee lovers will certainly get their money’s worth. There’s just one question: Which snack do you want to try?



Opened	Employees	Sales area
2007	10	42 m ²



Experience and enjoy

Linked to our various retail outlets, we also run cosy cafes at various locations – the perfect place to sit and enjoy, whether before, during or after a shopping trip. We look forward to your visit!

Take a break from your everyday routine and enjoy breakfast, a lunchtime snack or simply a good cup of coffee and a dessert. Whatever the time of day and whatever your taste, we have a large range of home-made delicacies that people can enjoy on site. Some of the locations even have a terrace – the perfect place to recharge your batteries and relax. Ideal for a bite to eat before or after your shopping trip or if you just need a short break. In our “front cooking” concept we also serve pizzas, pasta dishes with a range of sauces and the popular hot panini. You could also try our chicken nuggets and French fries, which incidentally we only fry with natural and high-grade sunflower oil. For vegetarians and vegans, we also have a range of various tasty vegan salads, muesli and chia puddings. Drinks, pastries, canapés, sandwiches, etc. can be ordered over the counter. Be inspired by our wide and varied range. This helps us serve you faster and shorten



“We think we’ve succeeded when customers feel they have got more than they actually paid for. We want to offer added value and be unique.”

Vlatko Iliev
Head of Sales,
with the company since July 1998

your waiting time. And we’ve thought of the little ones, too. They can go and play in the specially designed children’s corner.

The pleasant, uncomplicated and lively atmosphere will help make your Bachmann moment perfect. Why not drop in and enjoy your Bachmann moment with us? We look forward to seeing you.

Colouring book

Our small guests are given a colouring book and coloured pencils when they visit a Bachmann cafe so they can draw and solve puzzles.

The colouring book contains a seasonal drawing. Every drawing that is coloured in nicely is awarded a “Bachmännli” and is also entered into a monthly draw for a voucher for Bachmann goods worth CHF 50.







Tribtschenstadt

An urban quarter is situated between the station, lake and new town in a prime site in Lucerne: Tribtschenstadt. This central location is home to our production facility. Next to our bakery, you will also find a cafe with more than 125 seats and a spacious terrace with space for more than 50 people. You can also go shopping in our specialist store and add a touch of sweetness to your day.

Opened	Employees	Sales area
1980	16	330 m ²



Schwannenplatz

Our chocolate paradise, “Chocolate World”, is at the heart of Lucerne. The specialist store with contemporary and cosy cafe will not just fascinate children, but will also get chocolate lovers’ hearts racing. The friendly cafe is the perfect place to linger awhile. Here you are bound to find just the right chocolate, pralines or other speciality to go with your coffee. This is pure love of chocolate!

Opened	Employees	Sales area
2004	31	360 m ²



Länderpark

The Länderpark Shopping Center not only offers a fantastic shopping experience but also an attractive and light Bachmann cafe with seating for 130. There are also a further 30 seats outside. The stylish terrace is invitingly relaxing and therefore the perfect place to recover and charge your batteries after a strenuous shopping experience. Enjoy a range of different tasty goods and specialities. This is going to make shopping even more fun.

Opened	Employees	Sales area
2004	13	280 m ²



Emmen Center

The largest specialist store with cafe and restaurant is in the Emmen Center and is a gourmet temple for quick meals. This is where you can enjoy our fine, home-made ice cream all year round. Chocolate-Land® with the classic bakery/patisserie in the Emmen Center was extended with a unique chocolate fountain that captivates people of all ages.

Opened	Employees	Sales area
1976	21	410 m ²



Pilatusmarkt

Next to the shopping centre’s main entrance, the store with cafe, restaurant and terrace is like a beacon. It literally invites you to stay awhile, enjoy and enthuse. On the third floor, there is a light lounge, a small oasis for those quieter moments. Perfect for taking a break from serious shopping, enjoying our goods and recharging your batteries. We will sweeten your shopping experience in the Pilatusmarkt.

Opened	Employees	Sales area
2006	15	315 m ²



Mall of Switzerland

At the heart of this shopping centre you will find a place of genuine delights. Our specialist store with a cosy cafe is expecting you. Relax over a refreshing coffee, take a gourmet’s trip through our range of desserts or why not even treat yourself to lunch? You’re going to love it. Incidentally, did you know that our fine ice cream is available all year round in the Mall of Switzerland?

Opened	Employees	Sales area
2017	13	275 m ²



Zugerland

This appealing shopping centre, flooded with natural daylight, offers everything the heart desires. Whether you would like a complete breakfast with crusty fresh bread, a pizza at lunchtime or a canapé for afternoon tea, the specialist store with a seating area is centrally located and is bound to fulfil your desires. Lovers of chocolate will not go short either. The light, airy macarons in a range of beautiful colours and melt-in-the-mouth pralines are examples of true craftsmanship at its very best.

Opened	Employees	Sales area
2017	13	102 m ²

“I dream of a miniature chocolate world.”

From the spectacular church organ in “La vie en rose” to the flowing chocolate wall at Schwanenplatz: The exclusive Confiserie Bachmann outlets all bear Marc Jöhl’s signature. In an interview, the freelance architect explains why he still looks forward to new projects after almost 20 years of collaboration with the company.

Marc Jöhl, the Confiserie Bachmann sales outlets have your very own unmistakable style. What is important when you planning a specialist store?

Marc Jöhl: In any new project, my primary goal is not the design but to make an experience for the visitor. Customers should enter a specialist store and feel happy because they find exactly what they are looking for. And then of course there is another very important goal in every project.

And that is?

Success and sustainability. They are our top priority. Even as an architect, I can happily take on the role of an entrepreneur.

You chose the cafe on Schwanenplatz as the venue for our meeting. Is it the most important specialist Confiserie Bachmann store?

Certainly the most prestigious. Every day, hundreds of tourists from all over the world visit this specialist store. At the same time, there are lots of people from Lucerne who also purchase things here. The employees have to be able to cater to these

different needs time and time again, something I think is demanding and challenging.

The “Flowing Chocolate Wall” in the specialist store on Schwanenplatz not only appeals to children. Do ideas like these just come to you?

On the contrary. There is a lot of hard work behind every single idea. When I’m working on a new project, I often work well into the early hours trying to think of a way to master the task. The ideal scenario is of course when the solution I come up with not only appeals to the management but also the customers.

You’ve been working with Confiserie Bachmann for almost 20 years now. After that length of time, do you not sense a kind of a routine or even boredom?

Not at all! On the one hand, every new contract brings its own new challenges, and, on the other, the industry is in a permanent state of change. And this makes our collaboration really interesting. When I started out here 20 years ago, there were so many bakeries and patisseries with their backs to the



Architect Marc Jöhl gives every Bachmann specialist store that certain something – and has been doing so for more than 20 years now!

wall because people preferred to buy their bread from retail outlets. And that is actually something that is still felt today. But because of this challenge, we were in fact able to surpass ourselves.

In what way?

When the pressure rises, a company has two options: Either you give up or you develop.

Twenty years ago, all bakeries looked alike: Very minimalist in terms of furnishings with just one counter and a few baked goods on display. The Confiserie Bachmann was the first company to start dealing with interior design in a more creative way. This courage has certainly paid off.

What do you particularly value about the partnership with an old established company?

It is a partnership of mutual appreciation and trust. When we start a new project, I love trying out new things and deliberately take risks.

Who dares wins...

I'm absolutely convinced that a company can only ever hope to be successful if they are prepared to stick their necks out. And Confiserie Bachmann is a perfect example of this.

Which project of recent years is of particular importance to you?

There's probably most blood, sweat and tears in "La vie en rose". It's no secret that Lucerne's pubs and clubs are currently going through hard times. Which is why it pleases me all the more that "La vie" is so successful and so popular with the people of Lucerne.

"It is a partnership of mutual appreciation and trust."

What makes this venue so special?

In this project, we have succeeded in creating a timeless venue that caters to all tastes. Different themed areas invite you to meet with friends, read a newspaper in peace and quiet, swap stories with others or simply sit back and enjoy, depending on the situation, time of day and atmosphere. The "La vie" is quite simply "the place to be".

What ideas would you like to put into practice in the future?

I dream of a miniature chocolate world in which customers can see the production process close up and at the end of the day taste chocolate they have made themselves. That would be a real crowd-puller! So far, we have not found the time or the right place to implement this project, but I am not prepared to give up on this dream yet (he says smiling).



Cantonal Bank

At a central prime site, you will find a jewel that will captivate the senses and make hearts race.

With the generously arranged specialist store in the building of Lucerne's Cantonal Bank at Pilatusstrasse 14, Bachmann is expanding its selection. Among other things, you will find a praline vitrine with an amazing 36 varieties, the popular macarons, an ice cream counter with home-made ice cream, fresh fruit juice, coffee specialities and a wide selection of snacks. Other home-made specialities can also be purchased.

The attractive interior, with perfect logistics inside, was planned and arranged with loving attention to detail. The 11-metre-long crystal chandelier floating above the counter is a feast for the eyes. It consists of nearly 10,000 individual crystals that reflect the light in a discreet and elegant manner. Confiserie Bachmann guarantees a unique shopping experience.

Opened	Employees	Sales area
2014	13	132 m ²





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La vie en rose
The lifestyle cafe in Lucerne

La vie en rose – where life in Lucerne happens, where you gladly meet with friends and business partners, where you feel comfortable and may enjoy the world through rose-coloured glasses for a few moments of indulgence.

Locations – La vie en rose

Morning – midday – evening – always

Lucerne architect Marc Jöhl created a timeless cafe for everybody by fusing the five elements fire, water, wood, metal and earth.

La vie

You enter “La vie” on the red carpet surrounded by two water pillars. Depending on the time of day, you are either enchanted by ground mist or dancing flames on top of the pillars.

en rose

The light display on the solid walls and the over 100-year-old uncovered supporting pillars of the casting house Burbach radiate everlasting beauty and calm. The mood of the light is adaptable to different situations. During the day you will mostly encounter a discreet lighting, which increases as the evening progresses and at night presents itself “en rose” in different colour compositions. The aura is a special highlight. It will show itself, like the Northern Lights, rather rarely and late at night.

Fleur de la vie

The flower of life symbolises life force and forms the centre above the counter. It creates the different areas: la réunion, la sonore, le feu, la galerie, le séparé, le bar, la cuisine. The different themed areas invite you to meet with friends, read a newspaper in peace and quiet, swap stories with others or simply sit back and enjoy, depending on the situation, time of day and atmosphere.

Chandelier sonore

Only musical pleasure completes a culinary experience. Our sound lamp accomplishes this symbiosis. It is a mixture of chandelier and organ. To play a melody, the blower and bellows first need to produce the right wind pressure inside the glass body. Thereafter, the visible valve magnets open and the wind can blow through the pipe bodies. The technical interpretation as well as the combination of sound and light and the unique unfamiliar ambience of an organ are truly fascinating. It briefly sounds every day at 9 a.m., noon, 3 p.m. and 6 p.m. The perfect



surprise for birthdays: The “chandelier sonore” plays a melodic “Happy Birthday” for “La vie” birthday guests, also during normal opening hours, providing you have told us about it in advance. Surprise your loved ones and friends! Please contact our “La vie” team to make your arrangements. We look forward to giving you some wonderful moments of fun, relaxation and pleasure at “La vie”!

Talking to Raphael Bachmann

In 2015 you opened up “La vie en rose” bar and restaurant. What makes this venue so special?

Raphael Bachmann: This unique concept is our answer to the disappearance of the traditional cafe. Returns on cafes have changed considerably due to the high costs (also for staff). That’s why we thought about what the cafe of the future should look like and how a cafetier is going to be able to survive. It took us almost a year to work out the concept. With “La vie”, we have

succeeded in creating a venue that can change according to the time of day. In the morning, “La vie” is a coffee bar, at lunchtime, a restaurant, in the afternoon, a traditional cafe serving coffee and cake, and in the evening, this is where people come to have a drink. At the weekend, “La vie” stays open into the early hours as a bar. Our success is based not only on the fact that what we offer during the day changes several times, but also that the room and lighting concept changes as well as the clever and unique interior design. For this, we have our loyal architect and consultant Marc Jöhl to thank.

“La vie en rose” – this is where life in Lucerne happens. It’s the perfect place for meeting with friends and business partners, it’s a place where you feel comfortable and can enjoy the world through rose-coloured glasses for a few moments of indulgence, which is why we called it “La vie en rose”. The name “en rose” also links the lifestyle cafe to our company.

www.lavie-enrose.ch



“La vie” Film



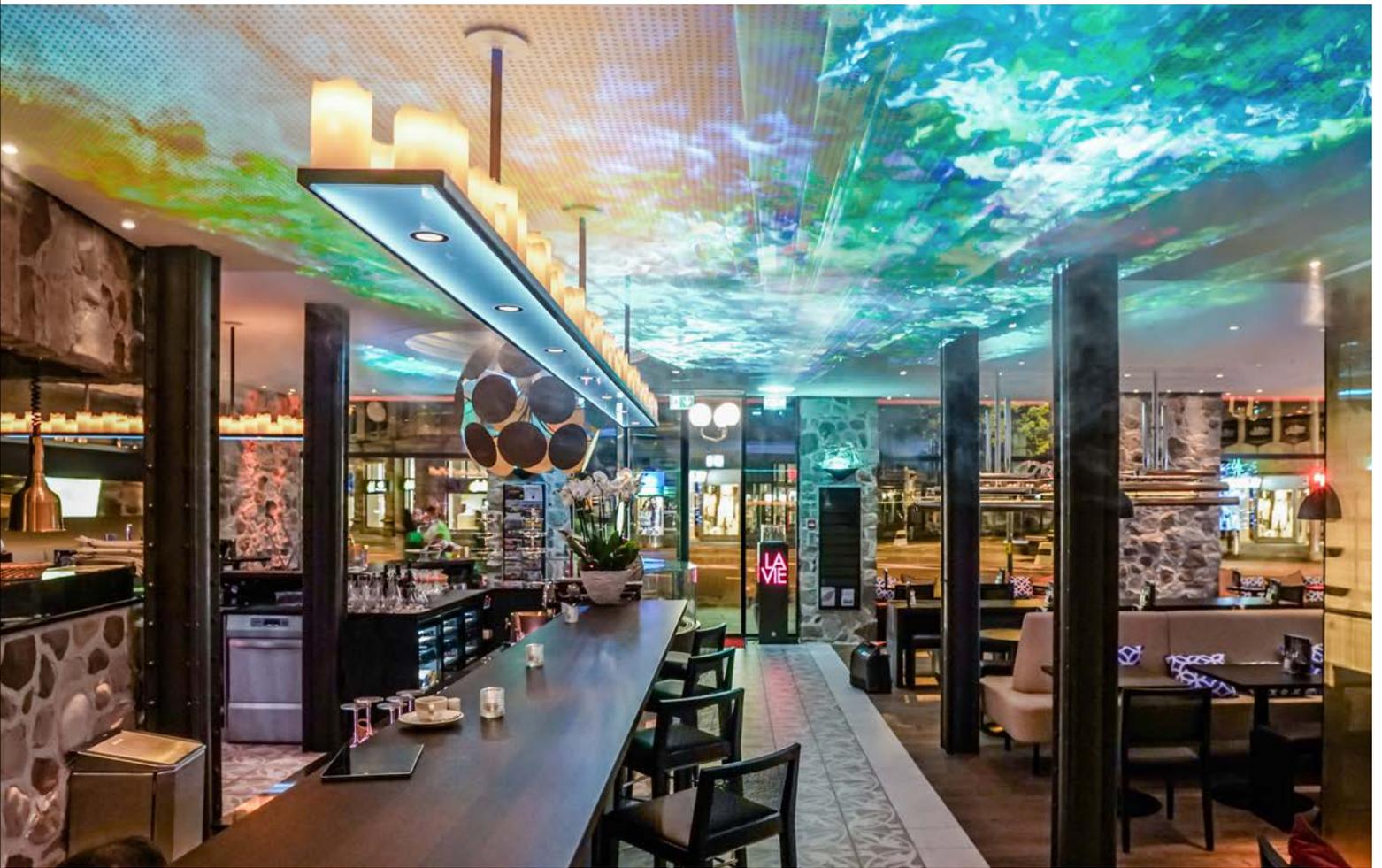
Your unique event location

Reserve “La vie” exclusively for your special occasion. It is open on Monday, Tuesday, Wednesday and Sunday from 6 p.m. for private functions. All features (screen, projector, professional sound system, etc.) are available for your business meals, birthday aperitifs, a private party, info evening or gathering.



Drop by for a talk with Agron Tunprenkaj, managing director, without any obligation on your part, or just send your inquiry by email to lavie@confiserie.ch or give us a call on +41 41 211 33 23.

We would naturally be happy to help you organise your event. Just give us a call!



Bachmann ice cream

You can tell at once it's home-made. Its texture is airy and creamy – an unmistakable quality characteristic. In the warm months, it is produced fresh every day using Italian methods and recipes. This distinguishes Bachmann ice cream from any other and makes it exceptional and exquisite.

Only high-quality ingredients such as fresh milk from the canton of Nidwalden (exception: sorbets) and genuine fruit purée are used in production. The delicious sorbets consist of up to 55 per cent fresh fruit purée and contain less sugar than conventional ice cream. Before being frozen, all compositions are subjected to a 24-hour maturing process at 3°C. This results in the unique Bachmann texture and full-bodied taste. Bachmann

ice cream is light and wholesome and has the lowest possible fat content for this unique taste experience.

With this natural, fresh ice cream, Bachmann has been able to gain great popularity in recent years and has brought Italian taste and southern flair to Lucerne. With the generous scoops, diverse range and irresistible taste, it appeals to ice cream lovers of all ages. Over the last few years, Bachmann has extended its customer base with clients who have become genuine fans of the brand.

Bella Italia – Bella Bachmann!



“Gelateria am Quai”

Enjoy the “dolce far niente”, that sweet doing of nothing, on the shores of Lake Lucerne! Holiday feeling is guaranteed here with a view of the lake and mountains over an exquisite, homemade ice cream, an aromatic coffee or one of our other tasty offerings from our range of goods that always take the season into account.

The striking design of our pavilion on the lake spreads a sense of Italian flair and southern lifestyle. The most beautiful piazza

in the world is just in front of it – Lucerne’s quayside lined with horse chestnut trees. In honour of this wonderful place, architect Marc Jöhl created asymmetric panelling for the pavilion, which is meant to symbolise the branches of the chestnut trees. Treat yourself to a break here on the quay – your soul and your taste buds will thank you for it!

Opened	Employees	Sales area
2012	7	22 m ²



Lucerne's old town

House of Chocolate

Let yourself be convinced by the exclusive interior and the modern ambience in our specialist store on Alpenstrasse. The praline vitrine, showcasing over 36 home-made praline varieties, arranged in a circle and mirrored from their best side, was especially developed and designed by Marc Jöhl. It won the German federal prize for excellent innovative achievements that benefit the trade. The large and tasty range appeals to students who are looking for a low-priced and healthy lunch, to passers-by, chocolate lovers and most of all tourists.

Opened	Employees	Sales area
2010	8	104 m ²



Rössligasse

Tiny, yet superb. Whether during a shopping tour through Lucerne's old town, on the way to work or shortly before you go home from work, the store on Rössligasse knows how to keep surprising you with new offers. The tempting smell of coffee to go fills the air and the selection of baked goods consists of classics as well as new creations. Our customers appreciate both the central location and the swift and friendly service.

Opened	Employees	Sales area
1968	3	21 m ²



Our jokers: loyalty card and gift vouchers

Benefit from the loyalty card

As a loyal and esteemed client, you benefit from exclusive discounts with the Bachmann loyalty card. Discounts are directly subtracted and stated on the receipt. The card is available in all our Bachmann shops free of charge and without obligation or online via www.confiserie.ch/kundenkarte

Discounts

- 6% discount on all coffee drinks and teas
- 5% discount on all Wasserturm Steine® (Lucerne water tower stones)
- 4% discount on Pain Paillasse® bread and Fүүrobig-Brot (after-work bread)
- 2% discount on baguettes/sandwiches and salads

Added value when you charge the card

- with CHF 100 you receive 1% added value, or CHF 101
- with CHF 200 you receive 2% added value, or CHF 204
- with CHF 300 you receive 3% added value, or CHF 309
- with CHF 400 you receive 4% added value, or CHF 416

“Schutzengeli” (guardian angel) points

With each product purchased using the Bachmann loyalty card you receive one guardian angel point for every full Swiss franc. The points accumulate and the current total is stated on your receipt. You can purchase guardian angel products in our specialist stores using your guardian angel points as follows:

- for 260 points – guardian angel 1pc. box
- for 590 points – guardian angel 3pc. heart
- for 590 points – guardian angel 4pc. box
- for 1,720 points – guardian angel 12pc. heart
- for 1,980 points – guardian angel 16pc. gift box

App for the digital loyalty card

Install the “CashAsisst Card” app on your iPhone or Android mobile. Use the QR code to get straight to the store for the download. When you pay at the cash desk, scan the QR code on the cash display with the app. This means you start collecting points immediately and can benefit from all the advantages and functions as you would with a card. If you already have a loyalty card, you can transfer it to the app in your Bachmann specialist store. The advantage of the app is the overview of your purchases, guardian angel points and balance.



Android



Apple

Gift vouchers

Always a hit! Surprise your loved ones with a Bachmann gift voucher. The gift voucher can be used in all specialist stores to buy products from our wide range. And what's more, the gift voucher is easy and quick to use. Thanks to our great product variety and top locations, this gift is always a hit.

www.confiserie.ch/geschenkkarte

The world of Confiserie Bachmann in Zug and Zurich

The land of milk and honey for gourmets in Zug and Zurich. We have also made a name for ourselves outside the Lucerne area and opened up our unmistakable specialist stores here. This is where you will find an immense range, enjoyment, experience, variety, innovation and perfect customer service.

Alongside various salads, fantastically fresh bread, freshly filled baguettes and types of sandwich, patisseries, cupcakes, macarons and gateaus, we also have an extensive offering to suit the season available to you with a range of specialities. Our well-known special gateaus are extremely popular. The same is true of our extensive range of appetisers that can be ordered here. We look forward to your visit.

Steinhausen

The area around Zug boasts excellent public transport facilities and also offers a wide range of shopping opportunities. Our cafe invites you to stay and linger awhile. Whether home-made ice cream, melt-in-the-mouth “Schutzengeli” (guardian angel) truffles, exquisite patisseries or bread fresh from the oven – this is the place that makes gourmet’ hearts beat faster.

Opened	Employees	Sales area
2017	13	102 m ²

1 | 2 Metalli, Zug.

3 | 4 Sihlcity, Zurich.

5 | 6 Shoppi Tivoli, Spreitenbach.

7 Milica Kostic, area head of Sales.

Zug

You will find our specialist store at the heart of the Metalli shopping centre. In addition to our wide range of bakery, pastry and confiserie products, this is where you can purchase the incomparable Zugerli macarons and the popular Zytturmstei (clock tower stones) exclusively. In the summer months, we have a large range of home-made delicious ice cream on offer.

Opened	Employees	Sales area
2009	7	62 m ²

Sihlcity

Our outlet on Kalandergasse at the heart of the Sihlcity shopping centre appeals to shoppers, local workers and chocolate lovers, as well as hotel guests who want to experience the chocolate world in Zurich. Look forward to special offers, delicacies and treats that will sweeten your day.

Opened	Employees	Sales area
2013	10	92 m ²

Shoppi Tivoli

The largest shopping centre in Switzerland is the Shoppi Tivoli – quite simply the place to be and, after Zurich airport and Zurich main station, one of Switzerland’s most valuable commercial real estates. Our full range of delicacies is available to you in our stylishly designed outlet at the heart of the mall.

Opened	Employees	Sales area
2014	14	73 m ²





Our “branch” in Japan

Hiroshi Watanabe is owner of the Confiserie Bachmann in the Japanese town of Hiratsuka, a suburb of Tokyo. Thirty years ago, he attended the Richemont School in Lucerne with the aim of one day opening up a genuine Swiss patisserie in Japan. At the time, he was a pioneer. And of course he needed an appropriate name for his venture. He was taken with the pink company Bachmann and the city of lights itself. When he returned to Japan, he opened up his own patisserie that very much resembled a Bachmann branch.

Years later, acquaintances of Raymond Bachmann, having been to Japan, congratulated him on the courageous step of opening up a branch in the far-off country. They were convinced the Bachmanns were behind what they had seen. The logo, the packaging and the lettering were all just like what people would see of Confiserie Bachmann. Raymond Bachmann was not aware of having a branch in Japan and set about finding out just what they were talking about. Hiroshi Watanabe was a little embarrassed and so he invited Matthias and Raphael Bachmann to Japan. They were surprised to find such exquisite quality when they got there. They were moved by the hospitality extended to them by Hiroshi Watanabe – and a new friendship was born.

Having successfully concluded their apprenticeships in 1995, Matthias and Raphael Bachmann took the opportunity to work in the Confiserie Bachmann in Japan for around six months. They had a genuinely “sweet” voyage of discovery and gathered considerable experience. They visited 46 patisseries, both European and traditional Japanese. They actively worked in six of them. Both brothers were very surprised by the quality thinking (which ranged from exemplary to exaggerated). The enthusiasm, sometimes verging on the obsessive, is what makes the wonderful profession of a confiseur what it is today. Their

professional curiosity was aroused time and time again in the land of the rising sun – a country which had not even heard of this profession just 50 years ago!

But probably the most surprising thing of all was that Matthias and Raphael Bachmann tried Swiss specialities in Japan that really did taste better than they did in Switzerland! And that motivated them to become even better. Very much according to the motto: “If you’re not getting any better, then you’ve stopped being good!”

www.confiserie.ch/japan

Talking to Matthias Bachmann

How popular are European pastries with the Japanese?

Matthias Bachmann: Pastries are still very much a popular luxury product in Japan and unlike here, are not things that you get every day. The demand for pastries increased after World War II thanks to the American soldiers stationed there. This gave rise to the first bakeries and then the first patisseries. As the Japanese are well known for copying things perfectly and in fact even improving things, my brother and I really benefited from our stay there. Let me give you an example: The best traditional nut tart from Graubünden I’ve ever eaten was in fact in Japan. But why? Here, this recipe cannot be changed because it is something very traditional. But the Japanese found it too sweet and so they adjusted the recipe slightly. And that resulted in a more modern version that was even better than the original! This way of seeing things genuinely opened our eyes and is something we incorporate into our business decisions even today.

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Baking with skill and passion



Bio Schlaumeier® (cleverly organic)

100% rye with a high proportion of fibre, very little saturated fats and chia seeds.



Bio Hårdöpfel (organic potato)

If you are given a potato, make it into bread. A loaf for anyone looking for a little variety.



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Hearty and tart, following a traditional Central Swiss mountain farmer's recipe. Excellent with cheese.



Eiweissbrot (protein bread)

Minor sensation, extremely tasty and low carb. Steak in bread form.



Urdinkel Vollkorn (wholemeal spelt)

Baked with valuable sprouted spelt. The wholemeal variant made of 100% original spelt flour.



Füürobig-Brot (after-work bread)

Rustic spelt bread baked after the dough has rested 14 hours. A crusty late riser, available warm from 3 p.m.



Pilatusbrot® (original spelt)

This extremely tasty popular 100% original spelt loaf resembles the Pilatus mountain overlooking Lucerne.



Urdinkel Hauszopf (spelt plaited house loaf)

Probably the healthiest plaited bread around. Made from 100% original spelt flour and spelt seedlings.



Chärngsund's (ultra-healthy)

A must-have for seed lovers. An ultra-tasty, ultra-healthy loaf made with Goldkeimlingen® (seedlings)!



Butterzopf (plaited brioche)

Hooray! It's the weekend. Time for a tasty, central Swiss plaited brioche.



Lozärner Suurteigwegge (sourdough)

Made according to traditional methods with natural sourdough. For lovers of delicious bread.



St. Galler

A crusty eye-catcher with a delicious centre. A classic that simply goes with everything.



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Paillasse® dark

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