# KEY INFORMATION

**The sales divisions of SchapfenMühle**

**Food retail**

In food retail, SchapfenMühle operates as a specialist for grain in the private label sector. The product range focuses on quality flours, grain products such as oat and spelt flakes, bran, oat and spelt porridge, as well as various seeds and baking mixes. The company is particularly proud of the fact that 60 to 70 % of the products delivered to food retail come from organic production. The company's product development department is working constantly on creating innovative products that are sold under the “SchapfenMühle” brand or as customised products in the private label sector.

**Industry**

Grain is a versatile raw material. This is why SchapfenMühle supplies the food industry with both conventional and organic grain of all kinds. From conventional spelt flakes and thermally treated flours to puffed buckwheat. The product range is broad and multi-faceted. The products are supplied in silo trucks, big bags or bags. Whether breakfast cereals, for dairy or instant products or confectionery, SchapfenMühle offers its customers tailored solutions in addition to its proven standard products. The company also supports its industrial partners in developing product- and process optimisation solutions.

**Bakery businesses on a national scale**

Since its foundation in 1452, SchapfenMühle has been a reliable partner to the baking trade. Around 25 sales advisors are on the move nationwide for SchapfenMühle. These key representatives present, among other things, product innovations in the field of mill mixes and the corresponding formulas, explain product characteristics, and offer valuable baking tips or advise on baking questions of a technical nature. Additional expert advisors also provide support for the baker in their own bakery operation. With a versatile range of services, bakers receive support and application advice that goes beyond the products themselves. In addition to the product itself, recipes and marketing materials to promote sales are offered.

**Bakery businesses on an international scale**

As an international supplier with an innovative and expansive product range, SchapfenMühle serves customers in over 50 countries. These include the geographic regions of Scandinavia, Eastern Europe, Benelux, the United Arab Emirates, Taiwan, China, Australia and New Zealand. With over 400 overseas containers being shipped around the world every year, the company’s export share in operations is about 20 %. Sales consultants also work internationally to support local bakers with their expertise. Customers around the globe appreciate products that are adapted to the specific requirements of their country.