



MIWE gusto
aero
backcombi
econo
shop-in

Freshly baked is half the battle



Today's customers have very sophisticated expectations. All of your baked goods must be absolutely fresh (and have that "just out of the oven" taste if possible), and customers expect this level of quality throughout the day and even at night (at highway rest stops for example).

Your success as well as your good reputation as a baker depend to a large extent on how well you can deliver the freshness that your customers are looking for.

The baking equipment that you need to make baked goods that are freshly baked around the clock has been available for a long time.

You have a wide choice of dough handling options and cooling and flash freezing methods plus a broad selection of more or less pre-baked products that meet the special needs of today's in-store baking business.

When these goods are fully baked, they are nearly as good as products that were baked from scratch, so there are many ways that enable you to give your customers what they really want.

From the consumer's perspective, freshness is more than a quality characteristic that can be defined in technical terms. The general attitude is that products are only really fresh if they have literally been baked right under the customer's nose.

The signal that indicates freshness actually emanates from the oven on the sales floor or from the warmth of freshly baked goods.

The customer is right there when the baking trays with the dough on them are placed into

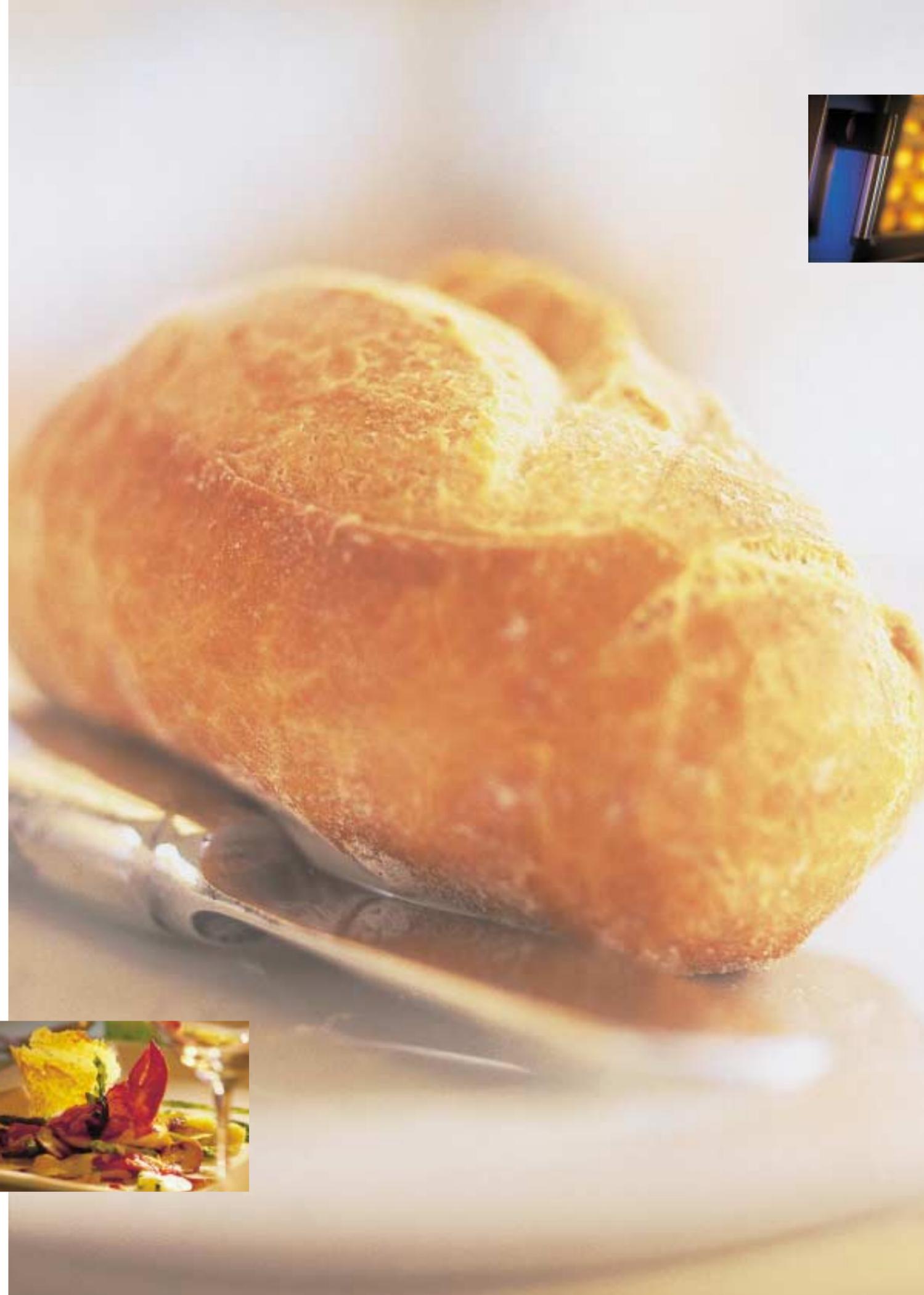
the oven. He or she sees and feels the warmth of the oven and the enticing golden glow of the rolls. When the croissants or pretzels come out of the oven and are placed on the shelf, when the tempting aroma spreads the message throughout the store that the baked goods are ready, your customers sense and experience freshness with all of their senses. All of this (in the customer's perception) is happening here and now just for me.

This freshness is the particular pleasure that a good baker can offer his customers.

For this reason, and also because this type of baking experience is now firmly entrenched in restaurants, at catered events and in convenience stores as well as in the traditional store setting, we call baking in the presence of the customer fresh baking rather than in-store baking. In terms of the result, it is immaterial where the oven, which is within sight of the customer, is located.

The only thing that counts is freshness.

It doesn't matter whether you are in a traditional bakery, a convenience store at a gas station, an exclusive shopping mall or a restaurant: freshness spells success.



We are particularly pleased at the success of fresh baking. After all, we invented it.

More than thirty years have passed since we first introduced what we today call fresh baking, namely baking in the presence of the customer. We presented it as the baking method of the future. As is often the case with innovation, the reaction from the experts at the time to what we then described as "see and smell" baking was one of surprise mixed with a fair bit of skepticism.

In the meantime, fresh baking has become a well-established standard in the customer consciousness and in the baker's workflow. It is not just in Germany that you might easily get the impression that baking only takes place when the customer is present. Fresh baking has become very popular in many countries.

We are of course pleased about this, because it shows once again that MIWE is always at the forefront when it comes to launching important developments in all aspects of the baking business by providing innovative impetus and injecting clever ideas.

The in-store baking methods of the past have naturally changed significantly over the course of the years. For one thing, this is now a lot more mobility. Today's fresh baker is at home in many different places, and he bakes a lot more than just bread and rolls. On the other hand, he limits his dough preparation work as much as possible and relies instead on the perfect quality of semi-finished products that he buys.

Ovens used for fresh baking today are not just found in bakeries and their branches. You also find them in supermarkets, restaurants, hotels, travel shops and snack bars in gas stations and rest areas, in beer tents and in party

catering for discerning customers. In short, you will find it wherever there is demand for perfectly fresh baked goods around the clock.

What has remained unchanged is the emotional element of baking that takes place in plain view of the customer, which is what we used to call "see and smell baking".

What has remained unchanged is the stimulus for all the senses which comes from baking and which promises the very special pleasure of freshness.

It's always an advantage to have bakery experience, even when you are only in a store.



Transfer of baking know-how: from the traditional bakery to fresh baking stations in stores, hotels and restaurants.



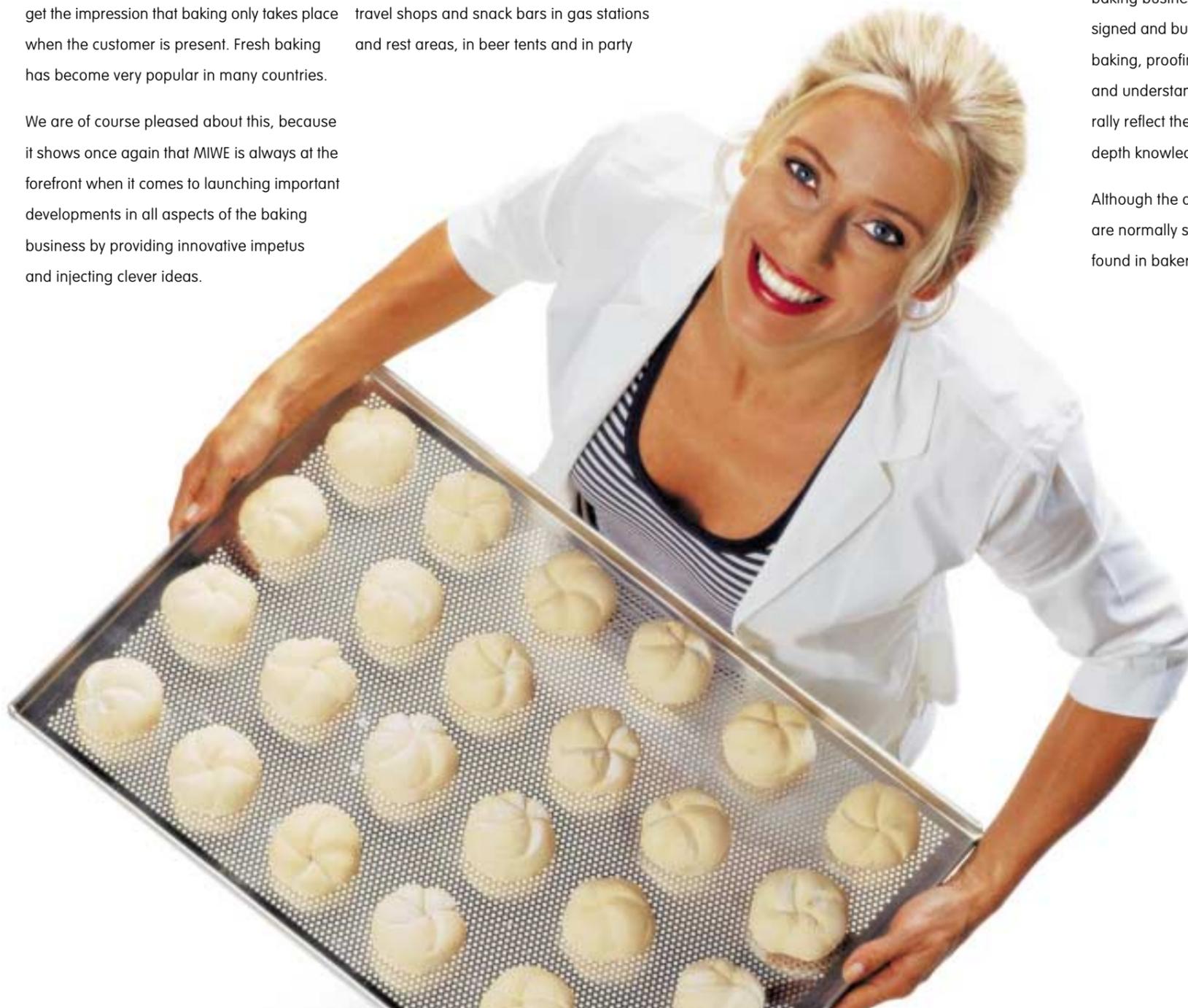
There is a saying about the edge of the plate and the fact that it is worth taking a look beyond that edge. This is sometimes true in the fresh baking business. An oven that has been designed and built by people who know all about baking, proofing and cooling, and who know and understand ovens of all sizes, will naturally reflect the profound experience and in-depth knowledge of its makers.

Although the ovens used for fresh baking are normally significantly smaller than ovens found in bakeries, it is the same ingredients,

the same processes, the same parameters and the same techniques that determine the quality of the baking result.

Every fresh bake oven from MIWE reflects thirty years of experience in the ongoing development of in-store ovens combined with the know-how and breadth of knowledge gained during many years of professional oven design and manufacturing. This may not be immediately obvious, but it will become obvious at the latest when you begin to use our fresh bake oven.

To address a very wide range of applications and users in the fresh baking sector, we offer a broad spectrum of specialized products with a character all of their own:



MIWE gusto

Our smallest oven, but still a genuine MIWE.

MIWE aero

A real allrounder. Highest quality baking with any kind of dough.

MIWE backcombi

Combined in a small space: the best of both worlds in baking.

MIWE econo

Ideal for all partially-baked goods as well as Danish pastry, croissants, etc.

MIWE shop-in

With rack loading. The fresh baking oven that gets your business moving.

Our smallest one. But still a genuine MIWE.

The MIWE gusto shows how compact design and excellent baking characteristics can be combined in a very attractive package.

With our MIWE gusto high-performance oven, you can even bake in places where space is at a premium, and you can get up to speed right away.

The gusto is one of the most compact fresh bake ovens on the market. Not only that, it was awarded the prestigious "iF design award" by the Industry Design Forum in Hanover for its harmonious appearance. You can be sure that it will make a good impression in any setting. Its real strength is bake-off of partially baked dough.

When mobility is also important, the MIWE gusto is definitely the best choice. It will go right along with you through thick and thin without complaint. This small convection oven is ready for use wherever you need it as long as electricity is available nearby. You don't need a water connection to generate steam. The oven has a water cartridge that holds nearly 5 liters and is accessible from the front. The cartridge has a quick-fit connection, so you can replace it without tools even while the oven is running.

You have a choice of control units. The FP control is particularly simple and easy to use.

You merely press one of the 12 programmable buttons to start a complete baking cycle.

If you would rather have individual control over all of the baking parameters, you can of course get the MIWE gusto with classic AS analog control.

The baking chambers are easy to clean and there are no indentations on the smooth surfaces of the gusto, not even on the FP control panel.

Because we are aware of the fact the MIWE gusto will sometimes be operated by people who do not have a great deal of professional baking experience but who nevertheless really want to achieve good baking results, we have set up a special hotline for people who are in this position. We provide advice and assistance on all aspects of fresh baking.

As you can now see, our smallest oven is a powerhouse in a small frame. That is hardly surprising, since it has a good pedigree.



No need for an external water supply, and easy to operate for untrained workers: the MIWE gusto is the solution of choice for mobile use in a mobile sales stand or a kiosk.



A real allrounder. Top quality baking with any kind of dough.

If you want to have the equipment you need to bake any kind of dough, then the MIWE aero is the best choice. This oven has all the features of a good professional oven combined with the advantages of a space-saving design. It can handle everything you want to bake today in the store or at the counter: unproofed and pre-proofed dough as well as parbaked goods. The aero can even handle flash frozen goods which require special attention and handling because of the thawing process which they have to go through.

A powerful, four-stage circulator fan and a professional, dual steam device that is integrated into the baking chamber provide the right atmosphere (which primarily means a sufficient amount of steam) in the baking chamber. The result is better glow and optimal bloom. Moisture retention in the product is also better. In the perception of the customer,

your baked goods are considerably fresher. If you want, the steam device can continually inject steam, so you can add soufflés or roasts to the range of products that you can bake in your aero.

Your employees will particularly appreciate the fact that the MIWE aero is easy to clean, even if you decide not to use the MIWE cleaning control, which gives you all the benefits of a fully automatic cleaning function. The ventilated doors, smooth surfaces and rounded baking chamber are designed for easy cleaning. We also remembered to include a drain to remove water after cleaning, so even the work that has to be done after cleaning does not try your patience. The steam device can easily be removed from the front through the baking chamber for cleaning or maintenance.

Multi-layer glazing provides a clear view of what is going on in the oven, but it still protects against burns at all times because it minimizes heat radiation to the outside.

The MIWE CS control gives you access to 99 programs (with 8 baking phases each). Patented gradient baking, which provides an intelligent way of achieving uniform baking results even when the oven is only partially full, is included in the MIWE aero as standard equipment. The CS control using bakelink networking is an excellent choice for operators of branch outlets who want to know in detail what is going on in all of their ovens.

The FP control has an energy saving function in stand-by mode as well as more than 30 baking programs (with five baking phases each). Five of the programs can be selected at the press of a programmable button.

4, 6, 8 or 10 trays and a wide range of configurations make the MIWE aero a real allrounder.





Combined in a small space: the best of both worlds in baking.

In the high art of baking, a distinction is made between a baking atmosphere at rest and an atmosphere in motion. The top professionals know very well how to use each type of heat to get the best out of the various types of baked goods.

The MIWE backcombi gives bakers the scope they need to achieve their goals. It combines the heat in motion of a MIWE aero convection oven with the stationary baking atmosphere of the MIWE condo rack oven. In a very small space (which you can also use for a suitable proofing oven), it merges two oven system to provide exception baking versatility and sophistication.

Each of the two ovens in the backcombi is a genuine oven designed for professional use. Please have a look at the previous page which describes all you need to know about the versatility and baking capabilities of the MIWE aero which is mounted on top.



The MIWE condo is another of our multi-functional units. You can integrate versions with one or two baking chambers into the backcombi. It has everything that a genuine bakery oven should have: welded, steam-tight baking ovens with an outer covering made of high-grade stainless steel, stainless steel electrical heating elements and a steam-tight, encapsulated high-power steam device. This is the reason why it can be used for the entire baking spectrum, from light pastries to hearty farm bread. Bread baked on its stone slabs can be classified as stone oven bread in accordance with regulations laid down by the German Agricultural Cooperative.

So it should not surprise you if you sometimes find the condo back in the baking room or, because it is a real professional oven, in school

or training bakeries instead of out front in the store. Is it necessary for us to mention that the condo can be used to warm up food, keep food warm or even bake a holiday roast?

In addition to the attractive exterior, your customers will really like the condo's well illuminated baking chamber. You personally will appreciate the excellent baking results and reliability you get from the condo as well as the fact that it is easy to maintain.

The MIWE backcombi control gives you all the freedom you need. The FP control gives you 30 programmable buttons and the convenience of being able to start entire baking programs at the single press of a button. There is also an optional MIWE AS analogue control. With both controllers, you can enter parameters to control all the details of the baking cycle: baking time, volume of steam, steam control valve and hood.



Circulating and stationary baking atmospheres in a single oven: the MIWE backcombi combines two oven systems to provide exceptional baking versatility and sophistication.



Ideal for all partially baked goods and also for Danish pastry, croissants, etc.



Easy cleaning and straightforward operation were key design goals for the MIWE econo. The analog MS control gives you complete command over all baking parameters (refer to illustration below).

The FP control – as shown below – is also available.

If for you fresh baking primarily means bake-off of partially baked goods, for example if you have a partially baked range of rolls and baguettes, and if the MIWE gusto does not have sufficient capacity but the MIWE aero is more than you need, then we recommend the MIWE econo. This model will meet your requirements better than any other oven that we make.

Its steam system is generously designed to handle final baking of parbaked goods or for baking Danish pastry or croissants.

You often find this convection oven with 6 or 10 trays in convenience stores or in pure pre-bake stations. Its compact design means that it will fit into nearly any setting. If one econo alone is not enough, then you can simply stack two units.



Perfect in convenience stores or as a prebake station: the MIWE econo with 4, 6 or 10 trays.





With rack loading. The fresh bake oven that gets your business moving.

The MIWE shop-in is our specialist niche product, but not because the oven is used almost exclusively in large supermarkets and discount bakeries. The real reason is the virtually unique compact design that makes professional rack baking possible in extremely tight spaces (namely on a footprint measuring one meter square).

This is where the benefits of this genuine MIWE rack oven really come into play: simple loading using an 18-tray rack trolley for example, a fast work flow (wheel mounted) and high throughput.

To ensure that persons in the bakery and in near proximity do not have to sweat, we have provided a steam condenser as an option for the MIWE in-shop. Without taking up much space, it draws humidity out of the baking room, condenses it and conducts to a drain.

The shop-in is supplied with the MIWE FP controller including 30 programmable buttons.



MIWE shop-in:
The compact version of the legendary classic MIWE roll-in provides roll-in operation on a footprint that measures only one square meter.

**MIWE makes baking simple:**

With a range of classical baking ovens that includes not only efficient in-store ovens and reliable oven solutions for smaller bakers, but also fully automatic large-scale baking units.

With a complete range of bakery refrigeration equipment that simplifies and ensures the quality of your baking preparations.

With loading systems that make hard physical work a thing of the past. With a wide selection of control options – from “single-button-operation” for unskilled workers to sophisticated monitoring and documentation systems.

And ... with customer support that you can always rely on.