

# Snack Food & Wholesale Bakery

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The show did go on

Many exhibitors rated the International Baking Industry Exposition a success despite a national disaster and a bomb threat that disrupted the show.

When Ralph Stockmeyer of **Penske Truck Leasing** heard that the International Baking Industry Exposition had been canceled on Tuesday, September 11, he thought the show was in trouble. From his previous experience working for a major wholesale baking company, Stockmeyer knew that Tuesday and Wednesday were typically the busiest days for the Baking Expo.

That's because many bakeries shut down production on Tuesdays, and many plant managers, supervisors and heads of operations historically have flown out to the Las Vegas that morning or the night before to tour the show on their day off.

"What we found was, after Wednesday, we knew the show was not in trouble,"

Stockmeyer said. "In fact, we had a really good show."

For many exhibitors, the IBIE show did go on despite terrorist attacks in New York, Washington, D.C. and Pennsylvania and a bomb threat that forced security forces to close the Las Vegas Convention Center on September 11.

In fact, several of the more than 800 exhibitors rated the show as quite successful even though suspension of airline travel prevented thousands of attendees from flying into Las Vegas.

For example, Fred Springer, executive vice president at **Burford Corp.**, rated the IBIE a 9.7 out of 10. "We had a lot of people here who were interested in seeing our equipment," he said.

Springer added that there was a strong interest in buying on Wednesday morning-the day after the disaster-as there was on Monday.

Exhibitors noted that there were several reasons why Wednesday's attendance was so strong. First, many new attendees apparently flew into Las Vegas on Monday night. In addition, many attendees who had arrived over the weekend could not find a way to get back home. As the captive audience struggled to rearrange travel plans, many of them toured the show a second time to see if they missed anything or make a follow-up visit to an exhibitor's booth.

Over the last few years, one of the problems with trade shows is that attendance is strong during the first few days and tails off significantly as the show goes on. Ironically, the curse of many trade shows these days actually proved to be a saving grace for the IBIE show because many attendees-including the top executives of several dozen baking companies-arrived early at the show.

According to show organizers, an estimated 2,500 attendees who had pre-registered did not attend the Las Vegas show. Some of those, like John Kappelman, plant manager at Nancy's Pies was on a TWA flight in St. Louis, waiting on the tarmac to take off when

FAA ordered all planes grounded, according to Scott Florence, executive vice president at the Rock Island, Ill.-based pie manufacturer.

The TWA flight returned to the terminal when security teams ordered everyone to evacuate. Later, as the chaos subsided, passengers could return to get their luggage, but Kappelman had no way to get home. He called his wife in Rock Island, who drove five hours to pick him up.

Overall, many 22,265 baking industry professionals who attended the show had the chance to see a number of innovative systems. Here, your intrepid reporters scouted the floor, looking for all types of new equipment and ingredients.

The talk among many bread bakers was about the newly available double bagging system by **Formost Packaging Machines**. While many premium breads are wrapped and then bagged, the Formost system slips a loaf in to a bag, which is sealed and heat shrunk, creating a tamper-evident inner package. The tightly packaged loaf is then placed in an outer bag.

Jim Diver, Formost's sales manager for bakery sales, said the double bagger bags up to 70 loaves a minute and easily handles odd-shaped hearth and European-style breads. The system also can be set up to put two loaves into one bag, which is often requested by warehouse clubs.

Over at **Workhorse Custom Chassis**, we met up with Tim Logsdon, vice president of marketing for commercial products who helped redirect the company's marketing effort. Logsdon says that Workhorse has become "vocation specific," meaning that the company is targeting specific industries, such as bakery snack or the plumbing, with tailor-made walk-in trucks that meet

For bakers, some of those advantages include bakery racks and safety gates, a safe for security, an anti-skid floor, easy access into the truck, a grab handle interior on the right-hand side of the door 72 in. above the ground, a roof ventilator with positive airflow inside the truck, and an aircraft-style, aluminum body for longer vehicle life that's up to 20 years. Currently, Logsdon says, Workhorse is doing high volume in smaller size vehicles, but the company is experiencing the fastest growth in larger size trucks.

While on the topic of distribution, we headed over to **Intermec Technologies Corp.** where Bob Zink, vice president, who showed us the newest Series 700 hand-held computer that's 10 times more powerful than traditional hand-helds.

The computer, which is light weight and has a large screen, can handle billing, track sales history, monitor returns and even help manage shelf space. Because the fully integrated wireless, route sales reps can begin printing out the bill while they're still in the store. By the time they get to the truck, the bill is already printed and ready to be handed to the customer. Overall, Zink notes, the new system can shave off 30 minutes a day in route delivery time.

Nearby, Robert Hochberg, president of **Numeric Computer Systems**, said his company's bakery clients are exploring scan-based trading and are looking for systems that better track the distribution and sales of product. Specifically, he said, shelf settlement is a major issue with scan-based trading, and NCS has developed ways to resolve that critical issue with systems that monitor store inventory.

While walking the floor, we saw some neat innovations. At **FMC FoodTech**, we checked the new ADVANTEC impingement freezer that froze a pancake solid in 60 seconds. John Larson, applications engineer, noted that freezer is often used in the quick freezing of waffles, sheet cakes and other flat products, but the system can also be used to firm chill cookie dough, fillings or icings to make them firmer and ease processing.

Over at **Cargill Emulsifiers & Texturizers**, we had a pow-wow with Jim Kubczak, assistant v.p./director of sales and marketing; Tom Luallen, assistant v.p./technical market development director, and Creager Simpson, president. There, we found out that the company is opening a new Food Applications Center in Cedar Rapids, Iowa, where food developers can learn more about the use of starches, sweeteners and emulsifiers in bakery applications. The center, which has small pilot plant to simulate some processing parameters, can test for texture analysis, viscosity profiling, microscopic analysis and more. The goal is to speed up the new product development process and figure out ways to enhance product quality in a shorter period of time.

At **Tree Top**, Tim Fortier, regional sales manager, noted that snack bars continue to be the rage because consumers want products that are “healthy and convenient. They want something that’s quick, easy and tasty.”

After chomping down on apple cheery and apple blueberry bars, we sauntered over to **Danisco Cultor U.S.A.**, where Lars Obel, industry manager, bakery, explained that many wholesale baking companies are achieving extended shelf life of their products using a variety of enzymes and other ingredients. In some cases, bakers are trying to extend the shelf life of bread to seven days and snack cakes up to 21 days to reduce stale rates. As young ladies applied “POWERBake”<sup>1</sup> temporary tattoos to the arms of eager men waiting in line-POWERBake is Danisco’s new family of enzymes, emulsifiers and enzyme/emulsifier blends--Obel says bakers are also searching for ways to simplify the baking process using a single ingredient system that performs the same way as a number of individual ingredients. Besides simplifying the process, bakers are working with Danisco technicians to figure out how to optimize the formula in a way that produces products more consistently and more affordably.

**Colborne Corp.** is looking for a way to get customers to see pies as a year-round treat—not just as a holiday indulgence. The company introduced its latest equipment aptly named “Pies of the 21<sup>st</sup> Century.” With 75% of pies being sold during holidays, Colborne hopes to show customers that pies can be sold year-round, says Rick Hoskins IV, sales and marketing manager. The equipment, patent pending, is a new image roller that allows users to produce pies with various images created on the top of the pie. From hearts and stars to apples and four leaf clovers, the roller can produce pies festive for any season. “This equipment has been in development for three to four years,” Hoskins says. “It produces handmade-looking pies—exactly what people want.”

At the **Cereal Ingredients** booth, a mysterious machine was hidden from the general show-attendees prying eyes. The newly patented swirl bread machine uses “top-secret” technology to make flavored swirl breads. Hidden behind a curtained booth, the unit rolled cinnamon bread two and a half times without mixing the cinnamon into the bread. The machine was designed three years ago, and it’s now available to Cereal Ingredients customers.

The folks at **Ashworth Bros.** donned jolly hats to talk about their new Hybri-Grid 120. The company uses “fusion” technology on its belts to eliminate weak, unsightly welds, and produce a smooth, rounded finish with a sanitary design. Ashworth had positive results despite the tragedies on September 11, says Larry Ulsh, director, North American sales and marketing. “We would have closed the booth on Tuesday despite the show out of respect for the victims,” he says. “It’s just peanuts when you’re having thousands of people lose their lives.”

Wendi Ebbing, marketing manager at **Peerless** showed us the ColdBar Plus refrigerated bowl-cooling system while on the phone with Delta Airlines. She, too, was stranded in

Las Vegas, so she had lots of time to explain how the unit's features. ColdBar Plus cools without using ice and offers better control over your final dough temperatures, she says. **Allied Bakery Systems** showcased a new muffin cup placer that places cups without turning them. The system saves time and reduces the number of cups getting lost. The **Unifiller** booth used Stewart MacPherson's signature fire and lights video to showcase the XL Depositor. MacPherson, owner and v.p./sales and marketing, says the unit is geared toward the rapidly growing bundt and angel food cake business, and swiftly tills and deposits at the same time. **Ford Motor Co.** displayed its E-450 concept Ford truck. The truck comes in 16-ft. and 17-ft. lengths and has a jump seat option. The body is fiberglass reinforced plywood and the truck come with ABS. "You can go anyplace to get an oil change and do routine maintenance on these trucks," says Stan Kovaleski, customer interface manager, commercial truck marketing and sales. "It's a definite cost advantage." Getting bang for the buck, easy of maintenance, speed and efficiency were developments that every show attendee was looking for.

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