

Directives for the erlenbacher backwaren GmbH

We want to be the most competent producer and provider – **the recognised no. 1**
- for frozen cakes/cream products in the out-of-house market in Europe.

Our goal is to be the leader in quality and innovation in our relevant markets. Erlenbacher is the HPF (High Performance Factory) in Europe and the competency centre for frozen baked goods at FRONERI.

We believe our quality is in the optimal fulfilment of customer requests. Our top erlenbacher products have to satisfy the 60/40 rule. NHW aspects are considered during product development, however, the focus is on indulgence.

The FRONERI House

- **Supporting Brands**
- **Selling more**
- **Buying better**
- **Taking costs out** also represents the basis for actions at erlenbacher.

Our good name erlenbacher stands as a synonym for safe products from our own production (pies, cakes, dessert)

- best quality of our products and services
- competency for frozen baked goods/desserts with a crafted orientation
- good value for the money
- innovation and renovation
- high level of convenience of our products
- reliable and quick implementation of customer requests
- innovative/attentive communication
- product quality through the use of secure, high-quality, natural / select raw ingredients
- transparency from the field to the plate (farm to fork)
- high expert and social competency from all managers
- innovative / trendsetting production methods
- without the use of dyes, artificial flavours as well as added preservatives and hardened fats/oils

We are Erlenbacher : natural, honest, passionate.

We will do everything we can to provide our contribution to reaching the Froneri goal 328!

Our high demand for quality is guaranteed through our quality management systems and regularly confirmed by independent audits and verified with self-assessments.

The topic of sustainability is a component of our company philosophy. In particular the areas of resources and education are being further reinforced through direct activities. The topics of climate/energy, quality, work safety and health will continue to receive attention and be communicated at a high standard.

Our activities concentrate on work safety, health safety and prevention in addition to our economic goals. We push the topic forward and set an example daily as a management team.

Compliance means that we do not sacrifice our principles and values for short-term success. We want to lead our company in a sustainable and long-term manner on the basis of strong compliance. We want to guarantee shared value.



Bernhard Neumeister