

Press announcement – National awards

The “Bäckerkrone 2015” is awarded to the foodlabel La Conditoria Sedrun-Switzerland

Wealth of ideas, innovation, professionalism and social responsibility - these are the qualities and values that the “Bäckerkrone” stands for. The Swiss Bakers Confiseurmeister Association (SBC-Schweizer Bäcker-Confiseurmeister-Verband) and the Swiss Yeast Association (SHV-Schweizer Hefeverband) rewarded the “Bäckerkrone” for the fourth year in 2015. At the congress of the SBC on the 15th June Reto Schmid was awarded with the “Bäckerkrone 2015” and 20,000 Swiss Francs in prize money for his newly created food label «La Conditoria® SEDRUN-SWITZERLAND».

With the “Bäckerkrone” the SBC and the SHV awards outstanding, innovative and exemplary commitment of individuals or companies nationally. The sponsored price is awarded to companies who have demonstrably proven to have achieved extraordinary accomplishments in the framework of their activities which have notably promoted and developed the Swiss Bakery-Confiserie-Confectionary industry. The honour is awarded without area limitation and recognises social, economical, professional know-how and ecological thinking and actions in the respective company.

The newly crowned holder of the “Bäckerkrone” represents symbolically the importance of the Bakery-Confiserie-Confectionary businesses in the Swiss food sector. The 1600 industrial enterprises produce and sell daily in over 3000 retail outlets nationally products of the highest quality using regional raw materials.

The jury of experts, chaired by Nicole Emmenegger, manager of the Swiss Yeast Association (SHV), had set itself a difficult task. In total eleven companies had submitted their extraordinary and exceptional achievements in detailed dossiers. The short listed companies were visited and rated by a delegation of six members of the Jury (Nicole Emmenegger, Daniel Daepp, SHV, Thomas Gamper, SHV, Kaspar Sutter, SBC, Irene Murali, SBC, and Beat Kläy, SBC).

La Conditoria Sedrun-Switzerland: "Probably the smallest Alpine Nut Cake in the World!"

Reto Schmid deservedly received the fourth "Bäckerkrone" at the SBC Congress on the 15th June 2015 for the creation of his highly successful Food label "La Conditoria Sedrun-Switzerland".

In the year 2004 the small family bakery was passed on to the second generation Reto Schmid by his father. After some shorter and weaker winter seasons and the migration after the completion of the NEAT building site Reto was forced to search for new solutions in order to secure the future of his business and employees in the peripheral region. The alternatives were: Innovation or closure of the family bakery with a 50 year old tradition. This was the starting point of the concept of "Probably the smallest Alpine Nut Cake in the World!". This cake weighs 19g and has a diameter of 4cm – practical to eat, easy to take along and suitable for all occasions. After a 3 year development period and investing nearly one million Swiss Francs Reto finally managed to successfully launch the Mini Alpine Nut Cake in the Summer 2014 as well as several other products under the food label "La Conditoria Sedrun-Switzerland".

A food label secures jobs in the peripheral region.

The high quality specialities are created in Sedrun using exclusively Bündner mountain bee honey, mountain butter, the best walnuts and full cream. Reto Schmid lives by his motto: "Only he who does not get up when he falls has lost. He who keeps getting up and fights has at least the chance to reach his goal".

His own success proves Reto right. Within one year he was able to finalize contracts with well-known Swiss

Retailers for his product leader - the mini Alpine Nut Cake. Also in Austria and Germany he can count distributors and delicacy merchants as his clients – and already there are contacts with the USA and the Arab States. For the current year Reto Schmid is predicting a production of two to three million pieces – the initial plan was for 300,000 to 500,000 pieces.

The SHV and the SBC congratulate the winner of the "Bäckerkrone 2015" warmly and wish him success.

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