

IS YOUR WORLD REINVENTED?



Why Display Baking?

The Display Baking concept is being employed by major supermarkets and chains in the United States as a way to compete and generate more sales. Display Baking generates impulse buying and is a tool that is quickly changing the bakery industry and market in the United States.

Cutting Edge Ideas

Competition is always looking for ways to stay on top. Display Baking is a great tool for businesses that are looking to stay ahead of their competitors as well as bolster sales and reinforce their clientele base. Display Baking is an excellent way to set up a bakery operation in your store at a minimal cost, minimal time, and minimal efforts. It cuts out the expensive equipment, labor costs, and drastically reduced energy use.

What is “Display Baking?”

Display Baking allows customers to view the product as it bakes, creating greater impulse buying.

Precision, Economy & Versatility

Our ovens reach the desired target temperature using a fraction of energy required by other convection ovens. All ovens and accessories are stack-able and easily configured to fit your custom needs. The possibilities and applications of Wiesheu ovens are endless.

German Engineering at its Best

Our ovens are manufactured in Affalterbach, Germany to the highest degree of quality control standards and specifications. Wiesheu is consistently building Germany's finest ovens.

The Difference

There are quite a few oven manufacturers putting out ovens that don't stand up to the vigorous tasks of baking and expectations of the customers. Consistent performance, high end engineering, and _____ is what sets Wiesheu apart from the rest.

Applications

Versatility is key. Bakeries, coffee houses, restaurants, hotels, gas stations, convenience stores, supermarkets, delis, cafes, catering providers, churches, and even homes. Ovens are stack-able, you can stack two B4's on each other and use one for baking bread and the other for meat. For various scenarios we have the right combination, for instance stacking two or three Minimat's or a B4 on top of a B8. Combined with our stands and proofers the possibilities are endless.

LEARN FROM THE MARKET: STAY AHEAD

Only recently big chain supermarkets have realized the importance of creating the perfect shopping atmosphere. In order to stay on top of competition many are adding artisan breads and pastries to their lines of in shop baking.

If you look at the major supermarkets and how they are remodeling their stores, it is easy to see where the trend is going. Unique and classy designs, especially important to choose the right color combinations. Browns, tans, coffee, green colors are all great colors that actually help the customer feel more relaxed and comfortable in making a purchase, regardless the price.

The most important aspect of Display Baking is for your customers to see what they are going to buy is fresh, hot, or being baked right in front of them. There is no other culinary smell more appealing to the senses than fresh baked bread.



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