

Quality is the best recipe



Quality policy in practice

Publisher

Oetker International GmbH
Lutterstraße 14
D-33617 Bielefeld
Germany

Telephone: + 49 (0) 52 1 / 15 5 - 0
E-mail: service@oetker.de
Internet: www.oetker.de

The daily application of an ambitious claim

Quality is the best recipe



Dr. h. c. August Oetker
Chairman of the
Executive Board
Oetker International GmbH

Our slogan "Quality is the best recipe" is an expression of the superior quality of our branded goods. It reminds each and every one of our employees of the obligation to put this ambitious claim into practice in all areas every single day. This orientation towards quality has always been one of the crucial factors in the success of our company.

It is a basic prerequisite for the success of the Dr. Oetker brand that we regard the high quality and safety standards of our products as self-evident and know the potential risks in the development, production, transportation and preparation of food so that we can minimise hazards and take account of environmental compatibility.

The Dr. Oetker brand and our branded goods enjoy a very high degree of trust among our consumers and business partners, who can rely on the fact that our family company vouches for the fulfilment of this ambitious claim.

To ensure that we never fail to live up to the valuable trust placed in the special quality and reliability of our international products, our quality policy is precisely defined by quality goals in all areas of the company.

A handwritten signature in blue ink that reads "August Oetker". The signature is fluid and cursive, with a prominent flourish at the end.

Dr. h. c. August Oetker

Enjoying quality in variety

Many products – one factor for success

The varied range of Dr. Oetker baking goods embraces ingredients such as Backin baking powder, vanillin sugar and aromas as well as baking mixes, which, thanks also to many new developments, provide enjoyment appropriate for any occasion. For dessert there are mousses, creams, jellies and fruit puddings, alongside the original classic Dr. Oetker pudding. The Süße Mahlzeiten range of sweets, such as macaroni pudding, rice pudding and semolina, tempt the palate. More and more consumers are getting the day off to a crisp start with Vitalis muesli. Pizzas from Dr. Oetker have had their firm place in consumers' freezers for more than thirty years and are available in ever more varieties. Anyone fancying a small warm snack between meals can, in Intermezzo, fall back on a genuine Dr. Oetker innovation. Crème fraîche from Dr. Oetker

adds just the right freshness to many recipes. Preparing homemade jams is a straightforward affair with Dr. Oetker preserving products.

Besides the final consumer, the restaurant and catering trade also appreciates the Dr. Oetker special assortment for large-scale users that is precisely tailored to their requirements.

Dr. Oetker products are available in Germany, in numerous European and some non-European countries. Products and packaging display special features specific to each country. Ingredients are used that are typical of a country, for instance, and the brand logos in France (ancel) and Italy (cameo) each have different typography for historical reasons. One characteristic, however, is true for all Dr. Oetker products: "Quality is the best recipe".

The brand's promise of quality

Anyone reaching for a Dr. Oetker product expects a high-quality product and that special taste experience. Recipes and recipe suggestions underline the competence of the Dr. Oetker brand. The preparation of Dr. Oetker products and recipes is simple and even the less ambitious consumer can rely on them to turn out successfully and safely.

In addition to unrivalled enjoyment, Dr. Oetker brand quality signifies product safety that results from the careful selection of the raw materials and adherence to stringent quality standards in the production process. Not least, the special quality of this brand also means fulfilling the claim to satisfy consumer wishes to the greatest possible degree.

From the initial product idea to enjoyment

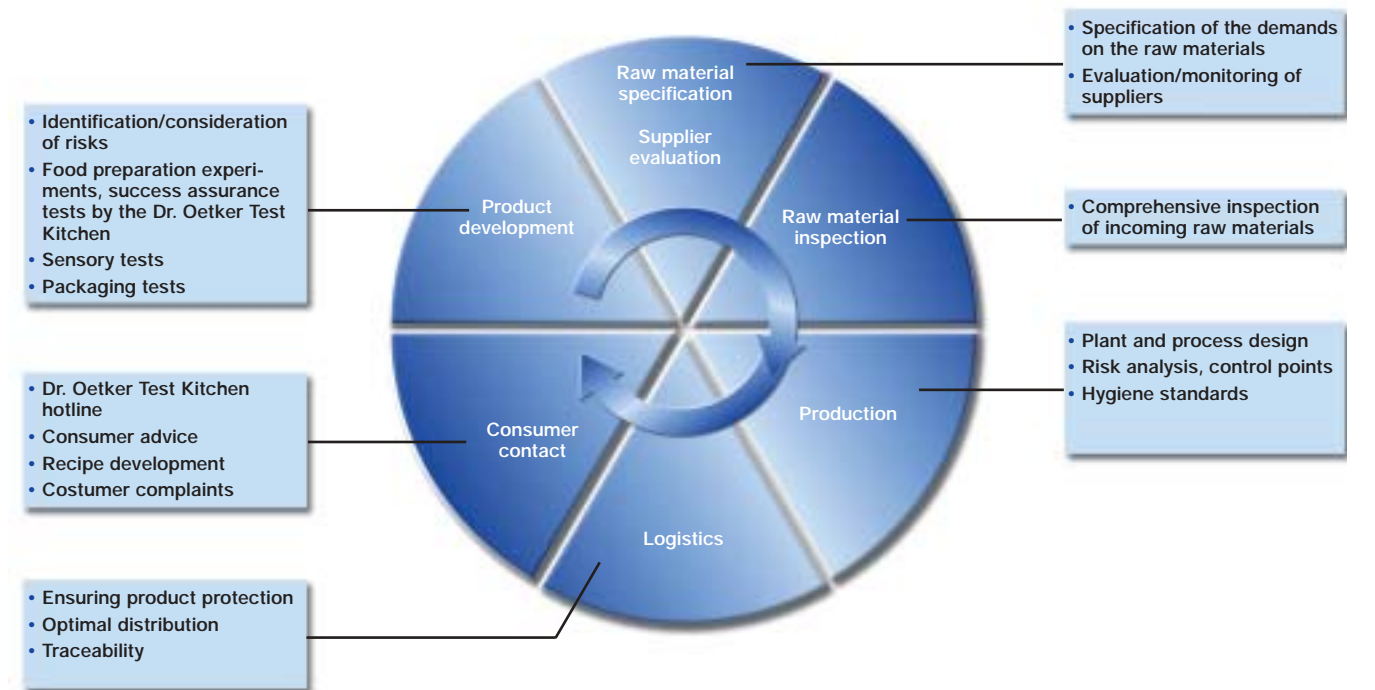
Quality management in every phase

Since several factors make up the Dr. Oetker brand quality, the idea of quality constitutes a key factor at each and every stage of the individual products. Safety and quality considerations begin in the very first phase of the product and packaging conception and play a crucial role in the selection and inspection of the raw materials. In production, quality assurance means the continuous monitoring of standards and strict compliance with hygiene regulations. During transport, the overriding concern is to ensure that the goods come to no harm and their origin remains fully traceable at all times. In contact with consumers, the extent to which the products and preparation instructions

meet their aspirations is reviewed. The beginning and end of the steps within the quality management system are, therefore, intimately connected, because consideration of consumer wishes and suggestions feeds in turn into the development of new products.

Dr. Oetker quality assurance – in line with the food hygiene directive – follows the HACCP concept (Hazard Analysis of Critical Control Point), which analyses the production process for any potential danger to health. At precisely specified control points, appropriate control measures guarantee product safety and quality. Each detail of the prevention-oriented measures for quality assurance is spelled out.

Dr. Oetker employees are tightly integrated into the quality assurance processes. Regular quality reports pinpoint where further optimisation can take place. The standards specified by quality assurance are implemented at all Dr. Oetker locations. External auditors regularly review the quality management system and confirm its effectiveness according to the internationally valid standard. No matter where the pudding powder, baking mix, muesli or pizza is manufactured: the Dr. Oetker brand promises the very highest product quality and safety in every instance.



Under the microscope: Ristorante Salame

One example of the *quality* of Dr. Oetker products



What concrete measures are taken at Dr. Oetker to make the quality claim reality can be illustrated most clearly by taking the example of one product that is universally popular: pizza. For more and more households, from Norway to Malta and from Great Britain to Poland, Dr. Oetker pizzas belong on the table as much as gondolas on Venice's canals.

Ristorante Salame enjoys special popularity. Even on the packaging, the multilingual

inscription "Quality Guarantee" signals that it displays the same quality standard at home and abroad.

Using Ristorante Salame as an example, the following is intended to provide a brief insight into some of the numerous measures that ensure the safety and first-class quality of this product from product development to transportation.

A new product is more than a new recipe

How quality is created *is determined by many*

Before the very first Pizza Salame left production many people were involved – as with every other Dr. Oetker product – in working to make sure that it lives up to the exacting demands of the consumers as much as to the quality promised by the brand.

At Dr. Oetker, quality assurance begins right back at the development stage of a new product. Ideas are developed by identifying gaps in the range of products on the market, by ascertaining consumer wishes, by taking up ideas suggested by the products of other countries and developing them further, or by following up on suggestions submitted by Dr. Oetker employees. An interesting idea is translated into concrete terms in the shape of a formula by a team made up of food technologists, master bakers and confectioners as well as master chefs, and drawing on the comprehensive informa-

tion of our own databases. If, after the new sample has been tasted, it is decided to take the idea further, this is followed by the preparation of a new concept which specifies the demands made on the new product in every respect.

The product is supposed to satisfy consumer demands and market conditions, and be capable of simple and safe preparation by consumers. It goes without saying that it must satisfy the regulatory framework of food law. Research and Development Department at Dr. Oetker, incidentally, also contributes to the further development of statutory food standards for the benefit of the consumer.



Precise questions to consumers: sensory tests at Dr. Oetker

Quality is also a matter of taste

Since, as everyone knows, there is no accounting for taste, it is not only the experts of Dr. Oetker Research and Development, but the very many consumers in sensory tests, who judge whether the new product has a chance in the marketplace, or in what respect it requires further reworking. The knowledge gained in the process assists Product Development in choosing the optimal raw materials and recipes and supplies additional data in preparation and shelf life tests. This is how the best from the consumer's point of view is always evolved. In addition, any possible packaging influences are examined and measurements taken of the profile of proprietary products in comparison with competing products and of the lasting preference value of the products. Dr. Oetker's Sensory Analysis Section also trains quality assurance staff, for this is where the constant – and especially the sensory – testing of raw materials, semi-finished goods and finished goods takes place.

The consumer panel currently numbers almost 2,000 consumers. This group of external testers answers questions on the popularity of various products. In this way, consumers keep tabs on whether the products always live up to our ambitious quality claim. The testers examine prod-

ucts or components of the product with all the senses – as to appearance, smell, taste, consistency and handling. They must, say, comment on the optimal relationship between the pizza base and the quantity of toppings, or state whether they feel seasoning to be too strong or too weak. The newly developed Pizza Salame was also examined by the testers and it goes without saying that Dr. Oetker would not have launched it on the market if the assessment had been anything other than outstanding.

Optimal appearance and protection for the valuable contents

Packaging development is part of product development. The depiction of the product should reflect as closely as possible to the way it is best prepared and served. Above all, however, it must be ensured that the wording on the packet contains all the information the consumer needs and that it takes account of the comprehensive statutory regulations on product labelling and consumer information. Product packaging is also developed in such a way that it provides adequate protection during transport and storage and meets ecological requirements, particularly with regard to minimising transport weight and disposal volume. Furthermore, it must be guaranteed right at the development stage that there is no interaction between packaging and product, and that packaging materials do not transfer any undesirable substances to the product.

The consumers have their say

In group discussions, all aspects are examined and tested to determine whether the consumer target groups concerned really do derive enjoyment from the new product. Market Research investigates, among other things, optimal product names as well as the acceptance of the concept and of the packaging design. If all considerations and preparations indicate that Dr. Oetker lives up to customer expectations with the new product, the decision is made to prepare for production. Technical planning is specified, manufacturing instructions and quality control worked out. Once the production facilities have been set up and fine-tuned, manufacturing trials are conducted for as long as it takes for the products to match specification. When Research and Development has given its approval, production of the new product begins and our quality assurance managers ensure that all the quality regulations are strictly adhered to – from raw materials inspection to transportation of the finished products.



Down to the finest detail

Exacting demands on the raw materials



Keen inspection: taking samples from freshly delivered salami

Quality depends not only on good recipes – the ingredients play a major role too. In Germany alone, the entirety of Dr. Oetker products is produced from a total of some 800 different raw materials originating from around 500 different suppliers. Research and Development at Dr. Oetker organises the huge amount of required data with the aid of an international raw materials database.

Before the decision is taken in favour of a supplier, to produce the salami for the Dr. Oetker pizza, for instance, the company undergoes a supplier audit, which subjects its quality and environmental management system to the most stringent scrutiny.

Whether a company qualifies to become a regular Dr. Oetker supplier is decided only after a whole number of deliveries of flawless raw materials.

And not just any raw material is “flawless”, but invariably only the one that precisely

meets the specifications evolved at Dr. Oetker – nothing is left to chance.

In the same way that not simply “flour” finds its way into Dr. Oetker pizza dough, the pizza itself is not topped with just any salami. The raw material specifications include a precise description of the goods, cite the food legislation details, specify nutritional values, stipulate chemico-physical criteria, provide allergy information and put the best before date into concrete terms.

To cite but a few details: a salami is only good enough for the Dr. Oetker pizza when, for instance, it contains precisely defined quantities of protein and salt and its diameter does not diverge from specification by more than 2 millimetres.

Each supplier gives a written guarantee and is liable for the fact that his goods meet the stringent Dr. Oetker raw material specifications.



Stringent standards: testing for a match with the Dr. Oetker raw materials specification



Accurate testing: microbiological examination

Inward inspection of raw materials

Trust is a fine thing – but it goes without saying that all incoming raw materials undergo inspection nonetheless. Samples are drawn from each and every delivery according to specified methods and are first subjected to sensory and chemico-physical tests.

The laboratory at Dr. Oetker in Bielefeld is so well staffed and equipped that it holds a government licence for the identification of pathogens.

Staff trained in sensory analysis check whether, for example, the salami supplied displays the taste, smell, appearance and consistency defined in the specification. At the same time, state-of-the-art analytical apparatus provides chemico-physical data in order then to match them with the specifications and food regulations. Fat content, dry matter, protein, salt and numerous other ingredients are examined,

as are details on the materials’ suitability for technical processing. Accuracy is indispensable.

Only when, after the first sensory and chemico-physical examination, the load is given the “green light”, that is to say, tests confirm a clear match with the specification profile, may the raw materials be taken into store.

But the decision on storage still does not always mean that, for example, flour, cheese, salami or tomatoes find their way into or onto the pizza.

The plant’s laboratories now test the raw materials for harmful micro-organisms. Should any be found, the raw materials are withdrawn and never used.

Central Analysis at Dr. Oetker in Bielefeld also checks whether the raw materials used are free of unauthorised residues. With the aid of gas chromatography, even traces of pesticides can be identified.

Only when all examinations have been completed and there is no cause for complaint, may flour, cheese, salami and other raw materials proceed to the production stage. Then Quality Assurance, accompanying the production process, guarantees that only safe products of the very highest quality leave the plants.



Not a trace of residues:
best quality through high-tech analysis

Controls all the way down the line

Quality assurance in the production process

Of fermentation cabinets, cooling towers and freezers: how a pizza evolves

Every day many hundreds of thousands of pizzas – there are currently 42 varieties – and Intermezzo boats come off the production line at the Dr. Oetker Europa Plant in the Rhineland-Palatinate's Wittlich (see

photos). Among them is Ristorante Salame, which is serving as our example in this brochure. A further Europa Plant producing Dr. Oetker pizzas is located in Wittenburg (Mecklenburg-Vorpommern). The production process and quality assurance measures are identical in both plants and every Dr. Oetker pizza displays the same stan-

dard. The Dr. Oetker plants outside Germany also produce to the same standards.

As in Italian pizzerias, the production of the Ristorante pizza starts with the making of the dough, which is thoroughly kneaded and then placed in a fermentation cabinet.

After that, the pizza dough is worked into its traditional shape and moves on to the main fermentation cabinet. The bases are next fed into the oven. Then something goes onto the bases that no pizza can be without – tomato sauce, whose viscosity and other properties are specified in production protocols.

The next step brings a mechanised cheese sprinkler into play. The salami slices are then added mechanically – now the pizzas are already looking really appetising.

Next, a freezer ensures that the pizza is transformed into a frozen pizza which, after being automatically film-wrapped,

boxed and stacked on pallets, is held in the coldstore to await its journey to the supermarket shelf.

Stages in production



Quality every step of the way

It takes almost two hours apiece to turn the raw materials into a frozen, ready-packed pizza. As at the product development and raw material inspection stages, implementation of the HACCP concept during the production of all Dr. Oetker products ensures that the goods are of perfect quality. Only a few of the numerous control points and preventive measures can be shown here.

First come the hygiene regulations, which production plant employees are strictly obliged to observe. In the production area, the wearing of overalls and head

coverings is just as compulsory for all as is the repeated cleaning of hands. The processing equipment is cleaned, disinfected and then rinsed daily. An integrated, preventive pest-control concept gives uninvited guests no chance. Wherever frozen goods are produced, precise maintenance of the right temperatures for ensuring product quality and safety plays a crucial role. From the storage and processing temperatures of the raw materials to the temperature in the fermentation cabinet and the oven, and from the freezer exit temperatures to the temperature recorders in the coldstore: all the values are recorded and any deviation corrected at once.

To make sure that everything comes together perfectly and one Ristorante Salame is identical to the other, weight checks are carried out at numerous points: the weight of the raw dough, the base, the tomato sauce, the cheese mixture and the salami must stay precisely within the specifications. Finally, all the finished packets are weighed and non-conforming product separated out – after all, the idea is that the one packet of Ristorante Salame should contain the same taste enjoyment as all the others.

It goes without saying that the Dr. Oetker pizza must always look equally appetising and keep the promise made by the photo

on the packaging. Optical checks at Dr. Oetker are not left to a machine but performed by specially trained employees who take the principle that food must appeal to the eye very seriously. Some check the bases, others keep an eye on the topping, adding a slice of salami where necessary, and the finished product in its entirety is again given a final once-over. Not a single pizza, then, leaves the Dr. Oetker plant without having stood the most exacting critical scrutiny. And to make absolutely sure that nothing gets onto the pizza that has absolutely no business there whatsoever, every product goes through a metal detector that can track down even the minutest metal parti-

cle. Application of the nine-month best before date to the box, and the code that can be used later to identify when and on which production line the goods concerned were manufactured, is also subject to constant inspection.

"Tastes just like in an Italian pizzeria" – no machine is able to determine whether the ambitious claim for taste and quality is constantly fulfilled. Four times a day, therefore, employees trained in sensory analysis – among them quality assurance, production and plant managers – test the various varieties of pizza produced in the Dr. Oetker plant. Like strict schoolmasters, they then give marks for the toppings, the

bases and the seasoning, among other things. If a sample fails the test because it does not conform to standard, the corresponding finished products are not released. To be safe, finished pizzas also regularly undergo microbiological examination. Only when all checks have confirmed flawless Dr. Oetker quality may the finished pizzas be transported to the shops.

Cold as ice to the destination

Testing logistics to the limit



Even after production of the pizzas has been completed, the quality assurance concept is by no means over, because now it's a question of applying the highest degree of organisation to getting the goods into the shops while ensuring that not one single Pizza Ristorante loses any of its outstanding quality.

Logistics, too, gears its quality assurance measures for all products to the HACCP concept to ensure that appropriate checks of relevant values – especially the temperatures of refrigerated goods – take place at numerous control points.

Every pallet-load is given an EAN 128 label complete with unmistakable and unambiguous codes that are recognised worldwide. The number of the despatch unit, the EAN number and the quantity of the article, the best before date and production batch are among the details on

the label. With the use of electronic logging, it can be established which goods have been supplied to which consignee, and when. It is also ensured that the production batches can be traced to their source at any time. In the unlikely event that complaints are received about any delivery, despite the all-embracing Dr. Oetker quality management system, this coding permits identification of where and when the batch of the Dr. Oetker products concerned was produced and which raw materials were used.

Prior to production, the pallets are moved into the high-bay warehouse on well-cooled transport bridges. Even when it's sunbathing weather outside, these warehouses are always firmly in the grip of deepest winter, and the automatic doors are one of the ways to prevent an unwelcome rise in the icy temperature. Here the pizzas are stored at –24 degrees Celsius,

even though the law requires only –18 degrees. This is to ensure that there is plenty in reserve in the event of temperature fluctuation. The coding of the pallets follows the "first in, first out" principle.

Before the pallets go through the loading gates into the refrigerated trucks, care is taken to ensure that the trucks themselves are pre-cooled and their hygiene status checked. With the aid of computer-supported pallet optimisation, up to 25 thousand pizzas can fit into just one of the trucks that bring the Dr. Oetker pizzas into the shops. Dr. Oetker Logistics maintains statistics on claims and so keeps a check on how satisfied the consignees are with logistical performance. For the better the cooperation with the retail partners works, the sooner the pizza ends up on the consumer's table.

Service with quality

The Dr. Oetker Test Kitchen

For more than 100 years, the Dr. Oetker Test Kitchen has been guaranteeing that Dr. Oetker products and recipes turn out right every time. This is achieved by testing them under typical household conditions in numerous trials.

On the basis of the results of the trials, the Dr. Oetker Test Kitchen formulates the instructions on the packaging and the recipes, which are always technically sound as well as easy to follow, understand and reproduce. This is how, for instance, the baking times and temperatures given on the Ristorante Salame box have been calculated.

Even after the goods have been delivered to the shops, Dr. Oetker takes its responsibility for the special product quality very seriously. After all, it's the consumer's verdict that counts.

The Dr. Oetker Test Kitchen is always available to offer practical advice to any consumer. Whether by telephone hotline, by e-mail over the Internet or by post, the Test Kitchen replies to questions on ingredients as well as on preparation and recipes, supplies answers from experienced experts, lets consumers in on tips and shortcuts and welcomes suggestions.

In the unlikely event that there is any cause for complaint about Dr. Oetker products, despite the quality guarantee,



Nothing is left to chance: the Dr. Oetker Test Kitchen develops and tests the very best ways to prepare the products

there is, of course, a claims handling procedure. The Dr. Oetker technical departments then join forces to seek out the causes so as to ensure there is no repeat of any possible error.

Incidentally, very many consumers call the Test Kitchen simply to say how good Dr. Oetker products taste and how satisfied they are with them.

Quality really still is the best recipe.



Always ready to listen:
the Dr. Oetker Test Kitchen hotline

Quality without compromise

Sharpened

consumer awareness

The safety standards briefly outlined here, as exemplified by Ristorante Salame, and the principle of prevention they follow, apply equally to all Dr. Oetker products and are implemented accordingly in a total of 20 plants in 13 countries.

Not only are the frequently different food regulation requirements adhered to, but country-specific consumer needs are also taken into consideration.

While the French appreciate a variety of cheeses, the Germans, for example, are particularly keen on the succulent salami, and in the south and east of Europe the preference is for hot seasonings.

Quality really is also a matter of taste.

Consumers, though, base their decisions as to what quality means to them on several criteria. And, against a background of critical reports in the media, they appreciate to a greater degree the value of food that is both safe and of high quality. They judge the enjoyment quality on the basis of flavour, appearance, aroma and the "feel" of the product, and match this to their individual preferences. In addition, consumers assess product quality on the basis of indirectly communicated quality criteria, with health value, naturalness, origin and processing adding further dimensions to their verdict.

The Dr. Oetker brand stands for first-class quality in all these areas. Very many consumers trust this brand and help to make Dr. Oetker products the leader in most markets.

In the future, too, the national and international success of Dr. Oetker products will go to show:

Quality is the best recipe.



Kvalitet er den bedste opskrift

Qualität ist das beste Rezept

Quality is the best recipe

A Qualidade é a melhor Receita

Calitatea este cea mai bună rețetă

A minőség a legjobb recept

Kvalita je nejlepší recept

Kwaliteit is het beste recept