

Moments of delight

The anniversary magazine for gourmets

Bread from 'Bachme'

The five biggest secrets behind our delicious bread

Bachmann Trust

Here's how we give back

A heavenly success story

Who can you think of that should have a guardian angel?

125

Our
Bachmann
team

500 people from
38 nations

A family business turns 125

Reflecting on horse-drawn carts, pralines and eye-catching pink



HISTORY

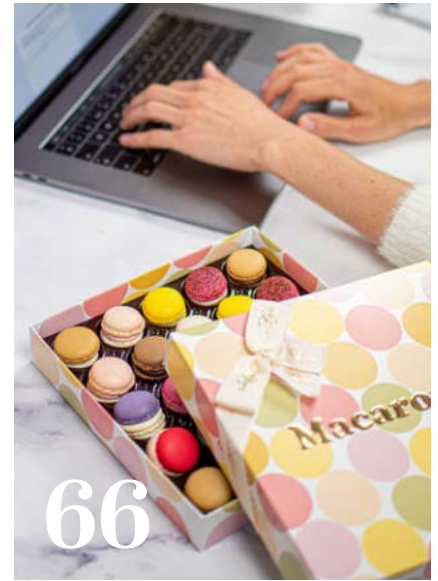
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Hello connoisseurs!



How might our great-grandfather have imagined our business would be run in 2022?

When he was a young baker, the ingredients for his bread were delivered to him by horse and cart, and the oven needed to be lit with wood every day. These days, our raw ingredients are delivered with a lot more horsepower and the ovens are also easier to heat. Maybe our great-grandfather would take off running if he were here to see that. Or maybe he'd watch with interest. After all, among all the inventions of the last 125 years, there's one thing that would be familiar to him: the craftsmanship that goes into all our baked goods to this day. That and our love of special recipes and our desire to make every customer happy. In that sense, nothing has changed in the last 125 years.

We're the fourth generation to manage Confiserie Bachmann, and we do so in our bakery in the heart of Lucerne. Together with our over 500 employees, we make sure that the legacy of our ancestors lives on. A lot has happened between now and then. We've enjoyed some fantastic success, but we've also faced problems that seemed almost impossible to solve. We've fought our way through difficult times and had doubts, we've celebrated and enjoyed some great moments. 125 years of Confiserie Bachmann – in this magazine, we'll take you with us on a journey into our pink world. Welcome!

Raphael Bachmann
Raphael Bachmann

Matthias Bachmann
Matthias Bachmann

From then till now



The history of the Bachmann family

Life 125 years ago was very different. It was simpler, more intense and harder than today. But even back then, there were people who fought for their dreams with a lot of courage, energy and patience. And that is where this special story starts ...

Anton Bachmann knew he'd have to work hard to realise his dream of having his own bakery in Sursee. Together with his wife, he managed to bake his way into the people's hearts. Anton's dream laid the groundwork for everything that the subsequent generations of the Bachmann family have built and achieved.

Later, the Wesemlin bakery brought his son Hans to Lucerne, and Raymond took over our family business as part of the third generation. Matthias and Raphael have been managing Confiserie Bachmann since 2006.

Not much remains of the world in which our great-grandparents began to hone their baking craft 125 years ago. New innovations have been developed and old ones left behind. But the DNA of Bachmann has not changed in all that time, rooted as it is in the desire to produce products of the highest quality, to innovate and never stand still.

The first 'Luzerner Tages-Anzeiger' daily newspaper was published and set the course for the media landscape in Lucerne

The first Swiss football championship was held

Vienna's Giant Ferris Wheel on the Prater went into operation

The 'Goldvreneli', the most well-known gold coin in Switzerland, came into circulation

The diesel engine was invented

*The founding of the
Bachmann bakery*

The Dracula story was published

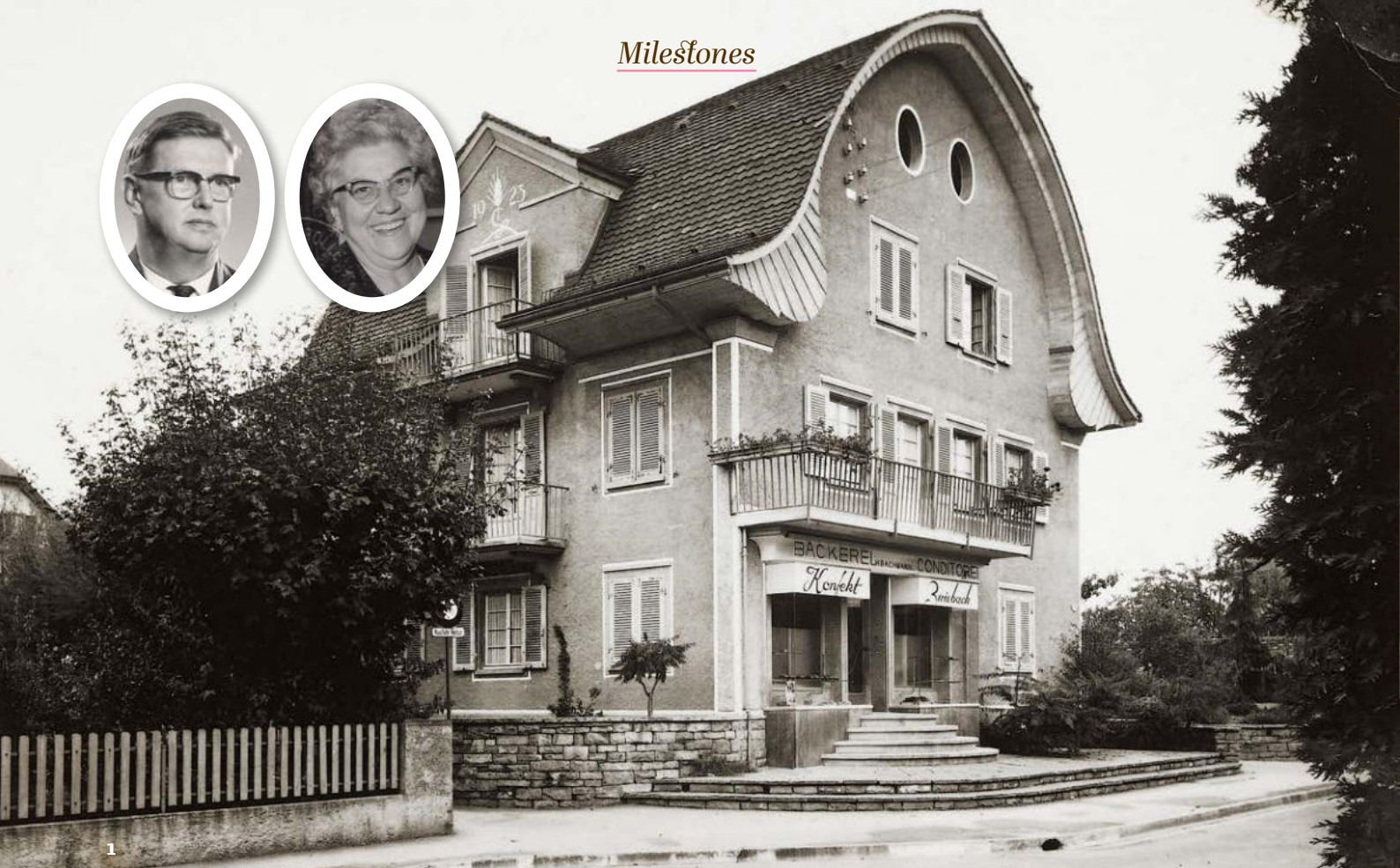


Anton and Katharina Bachmann-Kaufmann take over the Stadtmühle bakery in Sursee. They can be seen in the picture alongside their sons Anton and Hans.

1897

**A one-kilo loaf cost
38 centimes**

Milestones



**1934
to
1984**

1934 | 1 Hans and Lina Bachmann-Huber, members of the second generation of the family, take over the Wesemlin bakery.

1962 | 2, 3 The first branch is opened in Hotel Monopol, Lucerne.

1968 | 4 Opening of the patisserie on Rössligasse.

1969 | 5 Opening of Confiserie Gotthard in the then new 'Gotthardhus'.





4

1972 | 6 Opening of a Bonbonnière in the Lucerne station shopping precinct.

1975 | 7 Raymond and Margrith Bachmann with sons Matthias and Raphael in the garden of the Wesemlin bakery.

1976 Opening of the shop and tea room in the Emmen Shopping Center.

1980 | 8 Inauguration of the Centralpark production facility with adjoining shop in the Tribschen district.

1983 Opening of a specialist store in the station subway.

1984 | 9 Opening of the 'au Coeur fou' chocolate boutique on Weinmarkt.



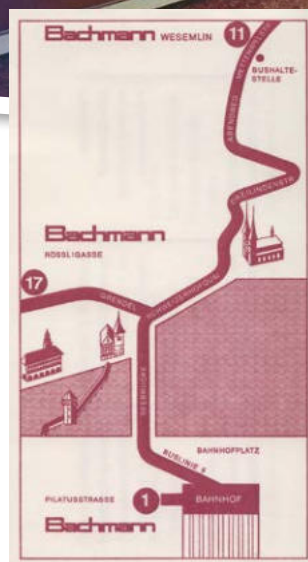
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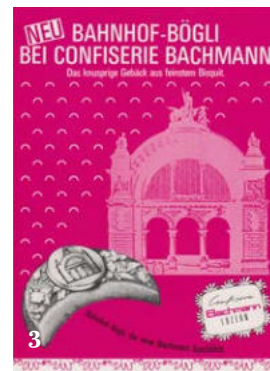


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1985 to 2008



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1985 | 1 Creation of a Guinness-world-record-breaking cake for the 10th anniversary of the Emmen Center.

1986 | 2 Another entry in the Guinness Book of Records for the largest gingerbread house, which was displayed in the Emmen Center.

1989 | 3 Opening of the new confectionery shop in the station precinct, involving the merging of the existing 'Gotthardhus' location and two temporary structures.

1989 | 4 Record cream slice created across the Town Hall bridge for Mother's Day.

1992 Opening of Café Bachmann on Viktoriaplatz.

1996 | 5 World record for the largest birthday cake consisting of 20,000 cakeslices, which was created for the 20th anniversary of the Emmen Center.

1997 | 6 Raphael and Matthias, members of the fourth generation, enter the family business.



6

Milestones

1997 The website with e-shop goes online at www.confiserie.ch.

2004 | 7 Renovation and reconstruction of Lucerne station, including the addition of an integrated bakery.

2004 Opening of a patisserie/bakery/confectionery in the Landerpark, Stans.

2004 | 8 Opening of 'Chocolate World' with an integrated bakery on Schwanenplatz.

2004 Opening of a bakery/confectionery with cafe in the new Pilatusmarkt, Kriens.

2006 | 9 Closure of the Wesemlin bakery.

2006 | 10 Business handed over to Raphael and Matthias Bachmann, members of the fourth generation.

2007 | 11 Opening of 'Pizza Pasta Panini' in Lucerne station.

2008 Total conversion and extension of the specialist store on Werkhofstrasse 20, including the addition of a cafe and terrace.

2008 | 12 The Swiss Centre for Allergies, Dermatology and Asthma (aha!) presents an award to Confiseur Bachmann AG.



7



10



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9



11



12

2009 to 2016



1

2009 | 1 Opening of a confectionery/bakery in the Metalli shopping centre, Zug.

2010 Opening of the 'House of Chocolate' on Alpenstrasse 9, Lucerne.

2011 Opening of the 'Gleis 3' bakery/patisserie on the ground floor in Lucerne station.

2011 | 2 The Schutz-engeli® truffles are born and launched.

2011 | 3 Founding of the Bachmann Trust.

2012 | 4 Opening of the 'Gelateria am Quai', located on the shores of Lake Lucerne.

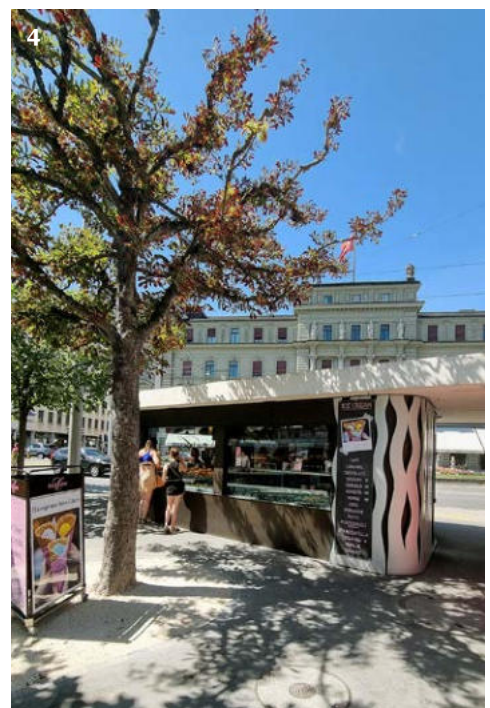
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2013 From 1 January onwards, all products begin to be produced using 100% green electricity.

2014 Opening of a specialist store near the Lucerne Cantonal Bank on Pilatusstrasse.

2013 Opening of a specialist store in Sihlcity, Zurich.

2013 | 5 The Nana Korkor Daa JHS School in Ghana, funded by the Bachmann Trust, is opened.

2015 | 8 Opening of the lifestyle café 'La vie en rose' at the existing location on Viktoriaplatz. With that, a long café and patisserie tradition lives on.

2014 | 6 Opening of a specialist store in Shoppi Tivoli, Spreitenbach.

2015 Finalist in the 'Family Business' category of the 'Entrepreneur Of The Year' competition.

2014 | 7 Winner of the Swiss Venture Club Award for Entrepreneurs.

2016 | 9 Opening of 'Chocolate World' with a 'Flowing Chocolate Wall' and a café on Schwanenplatz, Lucerne.



9

2017 to 2022

2017 Opening of a specialist store with a café in the Zugerland shopping centre in Steinhausen.

2017 Opening of a specialist store with a café in the Mall of Switzerland in Ebikon.

2018 | 1 Our unique 3D cake configurator is launched.

2018 | 2 Opening of the flagship store on Bahnhofstrasse 89 in Zurich.

2019 | 3 The Bachmann Trust visits the IFER School (Institut de Formation à l'Entrepreneuriat) in Afféry in Ivory Coast for the first time.

2019 Confiserie Bachmann wins bronze at the Best of Swiss Web Award.

2019 | 4 As part of the SRF programme 'Job Exchange', two Confiserie Bachmann employees take part in a week-long job swap that takes them all the way to Panama!

2019 | 5 Confiserie Bachmann takes second place at the Best of Swiss Gastro Award in the category Coffee & Bistro.

2019 Confiserie Bachmann becomes a finalist at the Digital Economy Award for its 3D cake configurator.



1



3



4



2



5



6



7



8



9

2020 | 6 Opening of a specialist store in Surseepark. With that, Confiserie Bachmann returns to the place where the groundwork was laid in 1897.

2020 | 7 Confiserie Bachmann begins to cultivate spelt and rye bread to Demeter quality in Sempach Station.

2021 | 8 Confiserie Bachmann wins the IHZ recognition award.

2021 Confiserie Bachmann is named the most popular bakery/confectionery in Switzerland by the gourmet magazine Falstaff.

2022 | 9 Rebranding of the Schutzengeli® design and go-live of the new website at www.schutzengeli.ch.

Think pink – the history of our colour

We were pink before anyone associated the colour with sweet things, at a time when, unlike today, no man would choose to be seen carrying a pink bag on the street. But we stuck with it and weren't put off by the sneers. Today, people envy us for our consistent colour marketing. A five-year-old boy was asked by his mum: 'Did you see that funny pink

car drive past?' Even though he wasn't yet able to read, he knew immediately what was meant and asked: 'Mum, do you mean the Bachmann car?' And he was right. Pink is not just pink, pink is BACHMANN. Everybody knows that!

The evolution of a culinary brand



1897



1936

Raymond Bachmann

1965



1976



1998



since 2006

Patron Raymond Bachmann

Courage, passion and big dreams

Once upon a time, there was ... a young baker's son with unconventional ideas, big aspirations and a sincere tenacity. Raymond Bachmann laid the foundation for the success that our family business is enjoying today.



as much a part of Lucerne as the Water Tower.

Trendsetter

With his unconventional ideas and infectious passion, for decades Raymond Bachmann made sure that people were talking about Confiserie Bachmann. He made a splash by launching chocolate specialities in special boxes to commemorate the fire on Chapel Bridge, landed a spot in the Guinness Book of Records for his 18-tier cake, and delivered Swiss pralines to the American upmarket department store chain 'Neiman Marcus' in the 1980s. Just like back then, today Raymond Bachmann

Big dreams

In 1965, in a small local bakery in Lucerne's Wesemlin district, Raymond Bachmann and his 15 employees were supplying the local people with delicious baked goods. Business was good, and customers were happy. The history of Confiserie Bachmann might have ended here if Raymond had not had big dreams that he wanted to realise. And big dreams required big facilities. In 1980, the local bakery moved into new production facilities on Lucerne's Werkhofstrasse that covered an area as large as 15 tennis courts. This was a risk that many people advised Raymond not to take, as supermarket chains were becoming an increasing source of competition for small bakeries. But his courage paid off. Today, Confiserie Bachmann is a company with over 500 employees and 20 specialist stores. It is

Raymond and Matthias Bachmann in the Wesemlin bakery



Space shuttle astronauts visit Lucerne for the first time. Raymond Bachmann welcomes them on Chapel Bridge

has a global network. Lively discussions with colleagues in the US, Asia and other European countries continue to open his eyes to other perspectives and allow him to identify trends.

Bachmann pink

By the way, Raymond also invented Bachmann pink. In the 1970s, he decided to have the front of his small local bakery painted pink. And that



Raymond Bachmann with the first delivery vehicle



10 years as the bakers' guild master and now an honorary guild master

was at a time when the colour pink was primarily used in the cosmetics industry and men were not keen on being seen with a pink Bachmann bag. The pink storefront became our company colour, which is recognisable as Bachmann pink even from a distance.

'Senior Manager'

Even though the family business has long been managed by his sons, there would be no Confiserie Bachmann without its patron. In his honorary role as 'Senior Manager', Raymond (85) visits the Lucerne bakery several times per week. His feedback on new products and eye for the highest quality are in high demand. His sons, Matthias and Raphael Bachmann, know that 'our father still knows the market very well. He closely monitors it and contributes his ideas. We often discuss important

decisions with him, as we want his values to also influence our management of the company.'



**Portrait in
'Stadtsicht Luzern':**
www.confiserie.ch/interview-raymond-bachmann

‘Think pink!’



1 family business
2 brothers
1,000 ideas

They are creative, courageous and see the world through rose-tinted glasses: Matthias and Raphael Bachmann, the 4th generation of the family business. The brothers reflect on intense years of training, bread for marathon runners and a duck in the form of a president.

Matthias and Raphael grew up in their parents' small local bakery. Baking took place downstairs, while the apartment was upstairs. It soon became clear to the brothers that they had inherited their father's passion and wanted to learn his craft from the ground up. Raphael and Matthias completed their years of training in other companies at home and abroad. 25 years ago, they returned to their parents' company, and in 2006, they took over the management of Confiserie Bachmann.



Matthias and Raphael Bachmann on...



...their parents

Our father is a role model for us, both as a person and as an entrepreneur. Our mother also had a huge influence on us. She's a very skilled business-woman. We inherited our love of the profession, limitless optimism and ambition from both of them. They taught us to communicate with people, to respect and encourage them and to be grateful. Setting goals together, working towards achieving them and eventually harvesting the fruits of your hard work are some of the most wonderful things. We continue to benefit from our parents' experience and network to this day.



...their years spent abroad

Before we joined the family business after our training, we went out into the world and each did our own thing. We worked in confectioneries and bakeries in Dubai, Singapore, Japan and Europe. In doing so, we didn't only learn languages but also how to get by in foreign cultures. As foreigners, we often worked away for 12 hours or more each day. These experiences continue to shape who we are today. People from 38 countries work in our company. Because we've experienced what it's like to live in a foreign country, in our position as managers, we have a better understanding of our employees and their needs.

...the growth of the family business

We've only achieved what we achieved thanks to the work of the three generations before us. We've grown from a small local bakery to one of the three largest bakeries in Switzerland. We actually never aspired to that – even if hardly anyone believes it. The growth of the company was just the logical consequence of our knack for launching the right product in the right place at the right time. Regardless of how big the company gets, we know that you have to care about someone to cook or bake well for them. And until a machine is invented that can capture the emotion that goes into the work we do by hand, we'll continue to focus on craftsmanship.



From a small local bakery to a large business: Interview with Raphael Bachmann:
www.confiserie.ch/raphael-interview



...their future

The timeframe for our plans was and remains our lifetime. Looking towards the future, the magic word is innovation. It was, is and always will be our lifeblood. Innovative ideas have allowed us to hold our own in a heavily saturated market. After all, the more standard goods there are on the market, the larger the niche for specialist products with their own unique character. The ideas for these come to us in the course of our everyday life. Matthias, for example, has been into ultra running, an extremely intense form of physical activity, for over 15

years now. As carbohydrates are crucial in endurance sports, he's spent a lot of time looking into bread and grains. The insights he has gained influence our product development. The demand for high-quality, healthy and sustainably produced baked goods is larger than ever before and will only continue to grow in the future.

'Starting well requires enthusiasm. Ending well requires discipline.'

Matthias is passionate about running ultra trails. His blog can be found here:
www.bachmann.run



The Bachmann brothers make headlines



Famous figures in chocolate

As well as classic Christmas and Easter chocolate figures, we've also created figures related to noteworthy topics and individuals. For example, following his election, US President Donald Trump was featured on our shelves alongside the slogan 'Make Easter Great Again!'

An awfully sweet family

Sometimes, our unconventional specialities and marketing initiatives suddenly put us in the limelight – as this article from *Schweizer Illustrierte*, which features us as an 'awfully sweet family', demonstrates.



Matthias and Raphael are known for closely observing the world around them. When something extraordinary happens in the world or an incident in Central Switzerland becomes a talking point, in a flash they create an apt speciality or launch a special marketing initiative. And that makes headlines.



Comfort food for commuters

In 2017, when Lucerne station was closed for days due to an accident, Confiserie Bachmann employees handed out comfort food at the spot where buses were departing from. The comfort food consisted of 3,500 free croissants, and one in 200 bags contained a 'Pink Pass' – a voucher for a journey to work with the Bachmann company car.

Matthias and Raphael Bachmann have shared many more stories from their everyday lives in two podcasts: in a conversation with the Central Switzerland Chamber of Industry and Commerce (IHZ) and in the 'KMUStories' ('SME stories') podcast from the Swiss Venture Club (SVC).



[www.confiserie.ch/
IHZ-Podcast](http://www.confiserie.ch/IHZ-Podcast)



[www.confiserie.ch/
SVC-Podcast](http://www.confiserie.ch/SVC-Podcast)



Let us introduce you to the 5th generation

Raphael and Matthias are both fathers, and the 5th Bachmann generation is slowly growing up. The entrepreneurs want one thing for their children above all else: 'It remains to be seen which career they'll choose. We hope with all our hearts that they'll find a career they're passionate and enthusiastic about. Whether their journey one day leads them to our company is completely up to them and less important.'



The 3rd, 4th and 5th generations of the Bachmann family at our production site in Lucerne

Management team and corporate development

The extended family

Our management team consists of people who have all been working for Confiserie Bachmann for more than 20 years. They are members of the family and employees who have left a mark on the company.

Our management team is built on trust. We not only trust each other 100% but also our employees. That is the only way we can set ourselves ambitious goals, tackle them with optimism and achieve them together.

Much has happened in the last few years. Those of us in management have experienced every emotion together – from desperation to unbridled joy – and we've made the most of every situation. That is why we've managed to grow in a healthy way and make our customers happy each and every day.



FLTR: Matthias Bachmann, Carsten Rindom, Jacqueline Di Marco, Daniel Weber, Juliane Bachmann, Vlatko Iliev, Jens Behlau, Raphael Bachmann.



**Interview with
Daniel Weber:**
[www.confiserie.ch/
daniel-weber](http://www.confiserie.ch/daniel-weber)



**Interview with
Carsten Rindom:**
[www.confiserie.ch/
carsten-rindom](http://www.confiserie.ch/carsten-rindom)

Members of the management team



'Obviously, these days you can run a company as a manager. But we are patissiers and always will be. At Confiserie

Bachmann, the love of craftsmanship is key. We're passionate about creating the highest quality products every day – with no compromise.'

Matthias Bachmann
Owner and managing director

'You have to like people in order to be able to offer them something unique. That's the example that me and my brother attempt to set for our employees day in, day out. We want to share our joy, as there's nothing more wonderful than gifting someone a moment of indulgence.'



Raphael Bachmann
Owner and managing director

'In all those decades, the inspiration for new ideas always came from either events or people. If you go through life with your eyes and ears open and stay in touch with your customers, then you'll automatically find out what they're thinking. That allows you to be one step ahead instead of trailing behind.'



Raymond Bachmann
Senior Manager

'I want to, and must, make sure that the products we sell every day are of the highest quality. I do all the things that I demand from my team: I turn up for work between 5 and 6 am in my work clothes. And I'm where the action is at that time: in the bakery.'



Daniel Weber
Production

'Accompanying a product from its conception and development all the way through to our specialist stores still makes me happy after 20 years. I'm very grateful that I can always depend on my excellent team and that we're able to pour our heart and soul, passion and expertise into the realisation of innovative ideas and products.'



Juliane Bachmann
Product management

'Quality is in the eye of the beholder. That's why my job is to see all our products through the eyes of our customers. The maths are simple: the best raw ingredients + passion + a lot of time = quality'



Carsten Rindom
Production and QM

'The first step towards shaping our future is developing the skills of every single employee at Bachmann. This is at the heart of the work we do. That's why we don't just talk – we achieve success together by DOING.'



Jens Behlau
Corporate development



'I've been working in this company for 24 years, and I've never once been bored in all that time. That's because I face different challenges in the many different areas of the business and often visit our specialist stores. I love supporting our employees out front and lending a hand. That's the very best way to stay up to date with customer preferences.'

Jacqueline Di Marco
Sales and training

'We've achieved our goal if customers feel that they have received more than they paid for. We want to offer additional value and be unique.'



Vlatko Iliev
Sales management



*We are
Bachmann.*

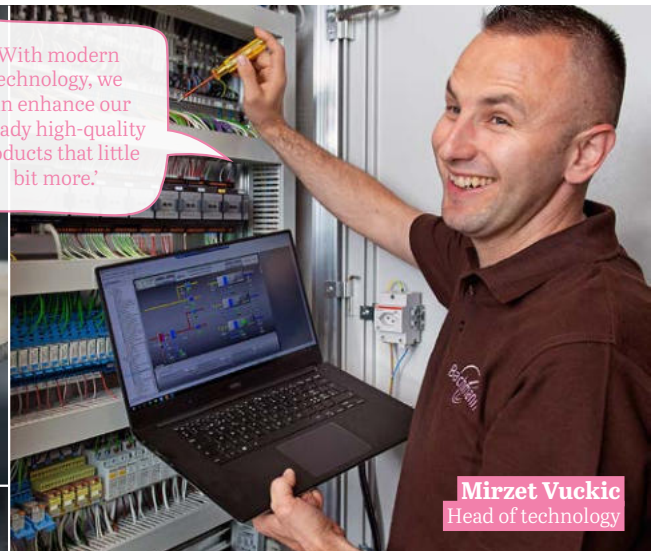
Faces and stories
Let us introduce you to
our Bachmann team!

Daide Guarino
Pastry specialist in the bakery



Karin Brunner
Head of the decor team

'With modern technology, we can enhance our already high-quality products that little bit more.'



Mirzet Vuckic
Head of technology



Ganimete Gjura
Patissier

Violca Selmani
Patissier



Maad Atia
Deputy head of department in the bakery



Markus Lettieri
Head of the patisserie and bakery



Rahel Resom
Trainee at Metalli Zug



Galyna Krasnogradova
Packaging



Martin Kresser
Head of the sandwich team



Luca Grifo
Logistics



Antonino Mangiaracia
Logistics

Edmond N'Tiamoah
Head of logistics



Mulaj Rrolleta
Pâtissier



Almir Kumalic
Head of packaging



Edmond N'Tiamoah
Head of logistics



Esther Schumacher
Head of accounting

'It's the small details that make a product perfect. I try to always offer customers more than they expected.'

'I moved from Denmark to Switzerland with my wife, Else Rindom, after having qualified as a baker-pâtissier. I've perfected my craft since then and am now a qualified head baker and pâtissier. I've been working at Confiserie Bachmann for over 19 years and am responsible for quality management.'



Carsten Rindom
Head of quality management



Nerea Muccia
Decor team



Dijana Ilic
Production department team member at Metalli Zug



Tanja Amberg
Manager at Metalli Zug

'I completed my EBA (Swiss federal vocational certificate) as a retail assistant at Confiserie Bachmann and have been working here for more than thirteen years now. Much of my free time is devoted to 'Guggenmusik' (Swiss carnival music), and I'm really looking forward to carnival time.'



Daniela Vetter
Head of recruiting

'I started as a trainee in the office 20 years ago, and I've been a member of the Bäckmann family ever since. We're a cool team!'



Atila Kalayci
Manager at 'La vie en rose'



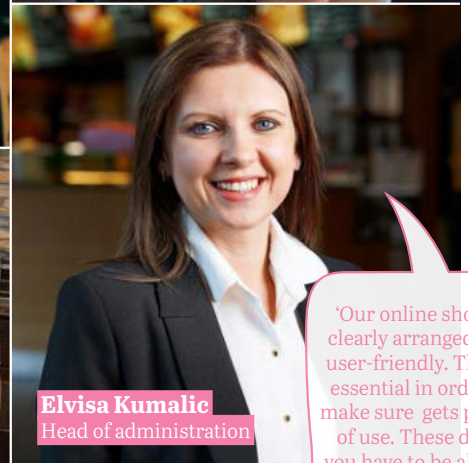
Gorica Kostovic
Head of catering



Rahel Kuchler
Graphic designer



Monika Culap
Manager at Schwanenplatz



Elvira Kumalic
Head of administration

'Our online shop is clearly arranged and user-friendly. That is essential in order to make sure gets plenty of use. These days, you have to be able to place a small or large order with just a few clicks.'



Maja Jorgic
Head of purchasing

'We make the purchase of raw ingredients very simple: anything that we, as connoisseurs, wouldn't enjoy eating with a good conscience won't be used in our products.'



Larissa Villiger
Deputy head of customer service



Mirsad Salihovic
Manager at Gelateria am Quai



Else Rindom
Head of product development



Interview with
Else Rindom:
[www.confiserie.ch/
interview-else](http://www.confiserie.ch/interview-else)



'I get ideas everywhere: when I'm shopping, at trade fairs, on holiday and online. Customer feedback is also an important source of inspiration. If, for example, customers frequently ask for vegan products, that means we need to expand our range in that area.'



Monika Freuler
Head of sales



Anita Glanzmann
Chef



Nerea Lozano
Pâtissier and confectioner

Saipan Sapsuantang
Pâtissier and confectioner



Nadine Baur
Pâtissier and confectioner

'I've earned
two different
qualifications at
Bachmann.
Think pink!'



Maire Ahmeti
Head of sales

Bakery tours

Would you like to visit our Lucerne bakery? We're delighted to announce that we'll be able to offer tours again from mid-2023. You'll be able to experience our production processes up close in small groups. You can view and book the different tour options, one of which includes canapés, here from 2023:

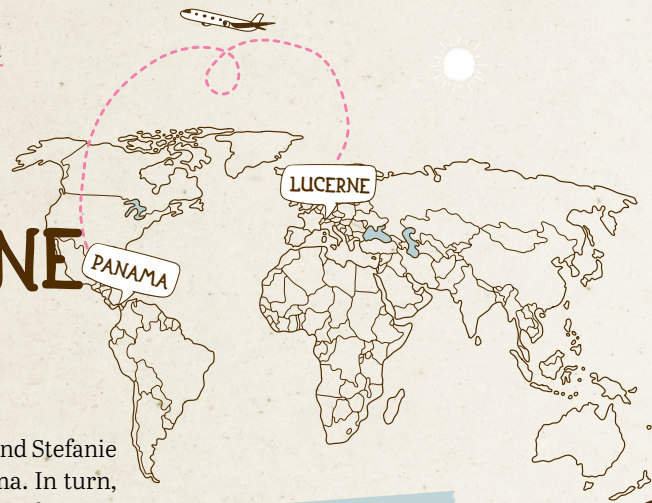


Register here:
[www.confiserie.ch/
betriebsbesichtigung](http://www.confiserie.ch/betriebsbesichtigung)



**Or gain an insight into our
bakery from the convenience of
your own home:**
www.confiserie.ch/film

SRF experiment: PANAMA ↔ LUCERNE employee exchange



As part of the SRF programme 'Job Exchange', our confectioners Larissa and Stefanie took part in a job swap that sent them 9,000 kilometres away to Panama. In turn, we welcomed Nicole and Esmeralda to our team. They work in the cocoa farming industry in Panama. They were part of the Bachmann family for almost a week, and they actively helped out.

Despite the language barrier, the two Panamanians managed to work in sales and assisted with the production of our Schutzengeli®. Meanwhile, Nicole and Larissa were introduced to a whole new world in Panama.



Stefanie and Larissa harvest cocoa beans in the middle of a jungle belonging to the Orebä tribe in Panama



Larissa and Stefanie with children from the Orebä tribe in the communal house



Nicole and Esmeralda are welcomed by the Bachmann team

LUCERNE



Nicole and Esmeralda produce Schutzengeli® truffles

PANAMA

How did you feel when you arrived?

We were very tense and nervous, as we didn't know where the journey would take us. We ended up in the middle of the jungle, where we were given a warm welcome with placards and calls of 'Olaaa'.

What was the hardest task you had to do during your job exchange?

The second day was the hardest. We had to walk for 45 minutes to the location before working for 12 hours on a steep cocoa plantation on a mountain. We harvested the cocoa beans using a machete, halved them and removed the pulp. And we did all that in searing heat and humid conditions – we were completely exhausted!

What did you take from your interactions with the locals?

The people in the local community lead a very simple life and primarily live on food from the surrounding nature. Even so, they are content, warm and extremely welcoming. Their plantations are their pride and joy. They know how to deal with even the most difficult situations, and they view the work that they do every day as their life's work. That's impressive!



Lunch in the communal house



SRF Job Exchange with Confiserie Bachmann:
www.confiserie.ch/jobtausch



Training at Bachmann

Are you ready to start your career with us?

Training young people is something that is close to our heart. We happily invest in tomorrow's talent, as we want to have the best employees – for us and for our industry.

We're currently training 35 apprentices across the various departments of our company. We help to develop positive character traits and the unique skills of the youngest in our team – because we can also learn a lot from them. Anyone who wants to do an apprenticeship with us must first complete a five-day trial apprenticeship. During this time, we get to know the young people and they see what it's like to work in our company. Grades aren't the most important aspect for us when deciding who to grant an apprenticeship. We're interested in the person behind the application, their character, attitude and level of interest.

During their training, we help apprentices to develop a sound and wide knowledge base and learn their craft to the highest standard. A sense of personal responsibility and very good social skills are important to us.



'If we invest in young people today, we'll harvest the fruits tomorrow. Our trainees are dear to my heart, as they are the future of our company.'

Jacqueline Di Marco
Team member responsible for training retail apprentices
and member of the management team



Interview with Jacqueline Di Marco:
www.confiserie.ch/jacqueline-dimarco



LEARN FROM THE BEST!



We offer the following apprenticeships:

- Baker-pâtissier-confectionner (Swiss federal VET diploma, EFZ)
- Baker-pâtissier-confectionner (Swiss federal vocational certificate, EBA)
- Management assistant (EFZ)
- Retail specialist (EFZ)
- Retail assistant (EBA)

Positions and applications

Become part of our success story!
We look forward to receiving your application.

Current vacancies:
www.confiserie.ch/jobs



CAREER



• Baker-pâtissier-confectionner (EFZ)



• Retail specialist (EFZ)
or
• Retail assistant (EBA)



• Salesperson (EFZ)



Delivering basic training to motivated young people and advanced training to professionals is essential for personal development, self-satisfaction and economic success.

A challenging opportunity rather than an obligation

As well as offering high-quality professional training, Confiserie Bachmann promotes personal development and responsibility along with social and methodological skills. Trainees work in teams in which they take responsibility. They learn how to integrate, work together, handle criticism and praise, and exchange ideas. Additionally, they become familiar with and come to value the importance of appropriate etiquette. We regularly hold team meetings, courses and events, which offer trainees an opportunity to reflect on what they have learnt. At Confiserie



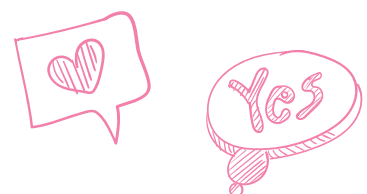
"Training isn't everything, but we'd be lost without education!"

Elvira Kumalic
Head of administration;
she has been with us since
August 2002

Bachmann, training is seen as an opportunity rather than an obligation. After all, working with young people is formative and fun.

Nevertheless, companies that want to hire top employees need to train them!

On a professional level, tasks are assigned according to the suitability, skills and character of each trainee. Factors that are taken into account include friendliness, capacity to perform, discipline, perseverance, focus and attention to detail. Confiserie Bachmann is proud of the fact that several trainees from various divisions have already passed their professional assessments with distinction. Commendations like that make the effort and enjoyment all the more rewarding. They also motivate trainees to continue to be among the best!



'Best employers 2022' result

Thank you to our team for giving us a great testimonial!

We came 18th among food and luxury food manufacturers in the list of the 'best employers in Switzerland 2022'. We're proud of that! That's because it means that our 500 employees are pretty satisfied with us. And ultimately, they are the foundation of our success.

Whether our customers find Bachmann specialities good or great depends on our employees. They make the difference between our customers simply feeling tolerated or valued. They also have an influence on whether customers decide to take a detour to come back and shop with us again.

If you want motivated employees who bring passion and various perspectives, then you have to create a fair, pleasant working environment built on trust. You should also recognise strong performances and give employees the praise they deserve. Every year, the *Handelszeitung* newspaper determines which companies have best achieved that by surveying 200,000 employees.

We'll continue to do everything we can to offer our employees a safe workplace – in our specialist stores, the bakery, the logistics and packaging departments and the office – so they can do their job with passion and enjoyment. We give our best every

day to make sure that our family business feels like a little piece of home, and have been doing so for 125 years! This is the only way for our employees to pass on this feeling, so that you also feel at home at Bachmann.

In line with the motto of 'nurture and encourage', we offer interested employees specific professional development opportunities, both in our company and outside it. After all, our continued success is dependent on a satisfied Bachmann team with aspirations and ambition.



Promoting integration

We've been working with the Berufslehr-Verbund Zürich, the Bildungsnetz Zug and other similar organisations for years in order to integrate disadvantaged young people and migrants into the world of work. We take our societal responsibility very seriously.

www.bildungsnetz Zug.ch
www.berufslehrverbund.ch





Reto Tschümperlin is responsible for human resources. He has been working with us since August 1998.

'As a business that revolves around craftsmanship, we are reliant on well-trained specialists.'



Interview with Reto Tschümperlin:
a confectioner as an employer
www.confiserie.ch/Interview-reto

Our most loyal employees

We are proud to have so many experienced and loyal employees and are grateful that they have been with us for such a long time. Here are our longest-serving employees.



Doris Bolliger
Deputy manager at
Schwanenplatz



Reto Kym
Head of patisserie
department



Chandramohan Nallajah
Logistics



Vlado Iliev
Company management



Iva Kraljevic
Patisserie team member



Helga Müller
Sales assistant in the station
branch



Jacqueline Di Marco
Company management



Gorica Kostovic
Deputy head of department
in the confectionery



Daniel Weber
Company management



Zeljka Maros
Head of kitchen department



Reto Tschümperlin
HR manager



Giving back

The work of the Bachmann Trust

The Bachmann Trust uses your donations to support the most varied projects – from two schools in Africa and a barrier-free park in the canton of Lucerne through to a house for mothers and children.



Donating and doing good

We are grateful that our family business has been so successful over the last 125 years. We want to give back. That is why we, the Bachmann family, founded the Bachmann Trust in 2011. The trust makes sure that part of our revenue returns to the countries where the raw ingredients we process in our Lucerne bakery originate. Every year, at least CHF 20,000 goes directly to the Bachmann Trust from the proceeds from our Schutz-engeli®, our chocolate speciality with golden wings. This way, connoisseurs automatically become guardian angels. 100% of the donations are directed towards the selected projects and the Board of Trustees does not receive remuneration.



Bachmann Trust –
our projects in the last 10 years:
www.bachmann-stiftung.ch



Board of Trustees (FLTR): Raphael Bachmann, Juliane Bachmann, Jacqueline Di Marco, Daniel Weber and Matthias Bachmann

The Bachmann Trust has supported these projects as well as many others



The **Heilpädagogische Schule Sursee (HPS)** is a day school for children and young people with intellectual disabilities. The school teaches pupils in all academic years, and pupils are taught in small, age-appropriate groups that are tailored to their abilities. To coincide with the opening of one of our specialist stores, we handed the HPS Sursee a cheque worth CHF 10,000.



The **Stiftung für Schwerbehinderte Luzern (SSBL)** in Rathausen, Lucerne launched the 'Park Rathausen' project. The park is a large, barrier-free space for leisure and play that is accessible to people with and without disabilities. The Bachmann Trust contributed to the realisation of this great idea by donating CHF 6,000.



In line with the motto of 'giving back', the Bachmann Trust has been supporting the **Nana Korkor Da JHS school in Ghana** since 2011. The majority of the cocoa beans used in Bachmann chocolate come from Ghana. Many of the schoolchildren's parents are cocoa farmers. Our donation allowed the school to buy computers and build a library, giving the children valuable access to knowledge.



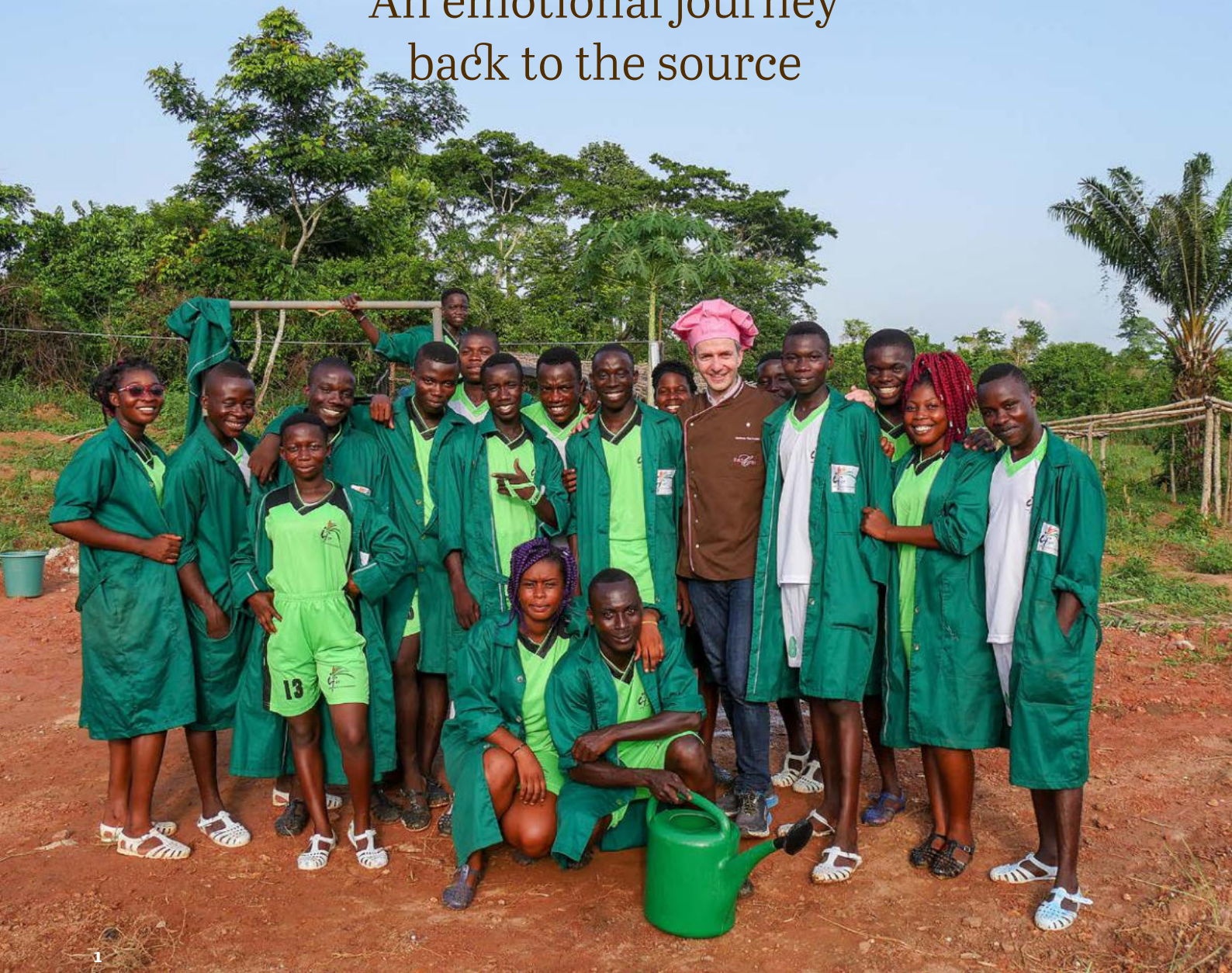
You can find a report about our second school in Africa, which we built in 2018, here: Take a look!



School in Ghana:
www.confiserie.ch/ghana

School in Ivory Coast

An emotional journey back to the source



The Bachmann Trust has been supporting the 'Family Farm School' project in Ivory Coast for four years with the aim of providing long-term support. The project gives children and young people a three-year education in the field of agriculture.

We want you to be able to enjoy our chocolate without worrying about its origins. For that reason, we bear responsibility for everyone who cultivates the cocoa that we process. We fight against child labour and for controlled, sustainable cultivation and the protection of biodiversity. That is why the Bachmann Trust invests in the education of children and young people in our growing areas, such as in Ivory Coast.

In 2019, Matthias Bachmann visited the newly opened school, which can accommodate 70 school pupils. Incidentally, at least 30% of the pupils must be female. To make that a reality, the 'Girls' club' was founded – a community for girls and young women that supports and coaches them during their studies.

'The zest for life that the people there have is one of my most wonderful memories from this trip', says Matthias Bachmann. 'Our visit was full of emotional and touching moments.' The Bachmann family is still regularly in contact with the school, the children and the teachers. After all, as Matthias Bachmann explains, 'School infrastructure alone doesn't guarantee that a project will continue to be successful. You have to ensure that the school runs smoothly, and we can only achieve that through constant exchange.'

'Ivory Coast is an impressive country with great potential. But it needs fair business partners and our support to realise that potential.'

Matthias Bachmann



Film about the school in Ivory Coast – educating for the future:
www.confiserie.ch/film-elfenbeinkueste



- 1 Matthias Bachmann with pupils from the IFER school (Institut de Formation à l'Entrepreneuriat) in Afféry, Ivory Coast
- 2 Bameni Bru Juliette (teacher at the IFER school) and Matthias Bachmann
- 3 The IFER school
- 4 Opening the cocoa bean
- 5 Planting a cocoa plant



Issues that are close to our heart

Here's what we're doing today
for tomorrow's world



We want to leave behind a world that is worth living in – from an environmental, social and economic point of view – for the next generation. That is what we advocate for in various areas of our family business.

Our commitment to reducing poverty

Sustainable chocolate

Whenever possible, we source our ingredients from the local region. We have to make an exception for cocoa, as it only grows at the equator. For that reason, it's even more important to us that this important raw ingredient is grown in a sustainable and fair way. Our chocolate is produced from 100% sustainable cocoa, milk, sugar, vanilla and soya lecithin. By purchasing our chocolate, you help us to protect human and natural resources, safeguard the economic welfare of farmers and create a sustainable future for their children.



Sustainable chocolate:
www.confiserie.ch/nachhaltige-schokolade

Bachmann Trust

In addition, every year, the Bachmann trust sends part of our revenue back to those countries where the raw ingredients used in our chocolate specialities originate. As part of our support, we built a school in Ivory Coast that gives children the chance of a better future.



Bachmann Trust:
www.bachmann-stiftung.ch



No food waste

We fight food waste by passing on unsold food to various organisations. On top of that, our employees can take home remaining stock after closing time. Our partners in the fight against food waste:

- **‘Tischlein deck dich’** provides people affected by poverty with free food. The organisation supports around 15,000 people throughout Switzerland every week.



- **‘Äss-Bar’** in Lucerne sells heavily discounted baked goods from the previous day. We give away unsold goods in order to avoid wasting food.



- **‘Teller statt Kübel’** provides people in need in Dietikon with fresh products prepared that day. The food gets collected and is brought to the delivery point.



- **‘United Against Waste’:** As a member, we make efforts to halve out-of-home food waste in our industry throughout the supply chain.



Bachmann Trust:
www.confiserie.ch/food-waste



Health and well-being

We only process the best natural and fresh ingredients, and we source them from the local region whenever possible. One example is our spelt flour, which is produced to Demeter quality and comes from Sursee in Canton Lucerne. We allow the dough to rest for up to 48 hours, making the bread particularly wholesome. Our proprietary touch screen declaration system informs customers in our specialist stores about the ingredients in our products and is a big help for allergy sufferers.



High-quality education

In our family business, we're currently training around 35 apprentices across various departments. We help to develop positive character traits and the unique skills of our apprentices and also support qualified employees by providing various types of high-quality advanced training. After all, our Bachmann team is the foundation of our success.



Career at Bachmann:
www.confiserie.ch/ausbildung

Gender equality

At Bachmann, we pay people of all genders equally. To assist with this, in 2021, we carried out an equal pay analysis and had it verified by an external reviewer. Currently, 76 percent of employees at Confiserie Bachmann are women and 24 percent are men.

100% green electricity

We've been using 100% green electricity and renewable energy for almost 10 years now. Our electricity comes from certified Swiss wind and hydropower plants. Even small changes can have a big impact; the light sources in our bakery and specialist stores are being continually replaced with LED lights, allowing us to save much more electricity.



Reduced CO₂ emissions

As a member of the Energy Agency of the Swiss Private Sector (EnAW), we've voluntarily committed ourselves to complying with the CO₂ emissions goals agreed with the government. A concrete example: in the last few years, we've invested over a million Swiss francs in our heat recovery system. This takes the waste heat from our ovens and cooling systems and turns it into domestic hot water. The system provides enough of this water for our production site and 170 households in Lucerne.



Innovation and infrastructure

The infrastructure at our production site and in our specialist stores and offices is modern and fully up to date. We provide a safe, efficient and healthy environment for our employees and customers. The innovative nature of our ideas has been recognised on several occasions. For example, we received the IHZ recognition award for our cake configurator and an aha! award for our declaration system for allergy sufferers.



Sustainable packaging

We don't just look for sustainable solutions in relation to the content of our products, but also to the packaging.

- Our bags are made of maize starch, meaning that they are 100% biodegradable and plastic-free.
- Our coffee cups, food containers and shipping boxes are FSC-certified.
- Our disposable cutlery is plastic-free and biodegradable.
- All of our PET salad bowls are made of at least 50% recycled material.
- We only use paper straws and wooden stirrers.



Sustainable packaging:
www.confiserie.ch/nachhaltige-verpackungen



Meat and fish

We only process Swiss meat and MSC-certified fish in our bakery.



Raw ingredients from the local region

Whenever possible, we process raw ingredients from the local region. Some of our local partners include:

- Biohof Stalder, Sempach (organic grain)
- Ottiger Spezialitäten, Ballwil (jam)
- Parmino, Alpnach (parmesan)
- Molki Stans, Stans (yoghurt, milk, whey cheese)
- Metzgerei Heinzer, Muotathal (various meat and cold meat products)
- Biosphäre Berg-Käserei, Entlebuch (cheese)



Local partners:
www.confiserie.ch/lokale-partner



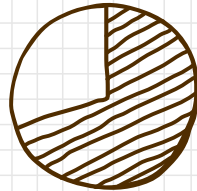
Bachmann in numbers

This year, everything at Bachmann revolves around the number 125, our anniversary milestone. But there are plenty more incredible numbers in the world of Bachmann.



160

This is the number of cakes we make to order every weekend.



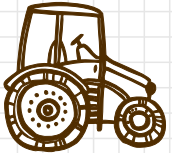
70% of the Swiss bread market is shared by discounters, supermarket chains and petrol station shops.

48

THIS IS HOW LONG WE ALLOW THE DOUGH FOR OUR PAIN PAILLASSE® TO REST.

We deliver fresh products to each specialist store up to **5 times** a day.

100%
FAMILY-OWNED.

TWENTY 
KILOMETRES

separate our bakery from the organic farm in Sempach where our spelt is grown.

250,000 Swiss

This is the amount that the Bachmann Trust has already donated.

40%

of voters tipped us as the most popular bakery and confectionery in Switzerland.



26,000

This is the number of followers and fans we have on social media.

08001

is the Barcelona postcode that we also send our Schutzengeli® to.

38

This is the total number of countries our employees come from.



55%

THIS IS THE PERCENTAGE OF FRESH, FULLY RIPE FRUITS IN OUR SORBETS.

For

125

years, we have lived and breathed our wonderful craft.

170



Lucerne households and our entire production site are supplied with hot water by our heat recovery system.



35

trainees are currently completing their apprenticeship with us.



2.5 cm

is the diameter of our Luxemburgerli.

1 Jan 2013

Since this date, all Bachmann specialities have been produced using 100% green electricity.

Our products and services



BAKETRY

A cappuccino and croissant to go will help you get through a long day.



EAT & DRINK

Pop in before your next meeting to grab a fresh Buddha bowl for lunch and pair it with one of our homemade, organic iced teas.

Sweeten your day with Bachmann
We offer moments of delight for (almost) every occasion



B2B

Order personalised giveaways for your corporate function at www.confiserie.ch.



CAKES AND PASTRIES

Collect the cake you ordered for your children's party.



CHOCOLATIER

Treat your colleagues in the office to a few Schutzengeli®.



CAFÉ

Take a quick break in our café and indulge in some fine pastries.

Our products and services are divided into six different business areas. Each area has its own processes, priorities and requirements. But they all share a common goal, which is to offer our customers moments of exquisite indulgence in various areas of their daily lives.

BAKERY

In our Lucerne bakery, we use local ingredients and a lot of patience to create various baked goods, which are delivered to our specialist stores up to five times a day.

CHOCOLATIER

Whether it's our 31 different flavours of pralines, exquisite grand cru chocolate bars or popular Easter bunnies, our masterpieces come in all sizes and are carefully crafted by hand using fresh chocolate.

EAT & DRINK

Our selection of meals, salads, bowls and drinks is geared towards a healthy and varied diet. We keep a close eye on global food trends.

CAKES AND PASTRIES

We focus on popular pastry classics and new creations. Our large range of cakes will top off every celebration in style, and you can use our cake configurator to produce your own unique creation.

CAFÉ

Ten of our specialist stores also feature a charming café. Our wide range in these cafés also includes fresh pizzas, pasta and hot paninis, prepared by our chefs in front of the customer.

B2B

Our specialities can be easily personalised so that companies can treat their customers, partners and employees to their own unique moments of delight.

Pralines



Pralines Small but perfectly formed

Open your mouth and close your eyes, and the world seems to stand still for a few seconds. That's what happens when you savour the mini masterpieces that are Bachmann pralines.

All our know-how goes into every single praline, together with the best ingredients and much love. Our chocolatiers prepare the various flavours freshly by hand every day. The chocolate coating gives way to a delicate truffle filling, smooth marzipan, full-bodied nuts or fine fruit.

In our range, you'll find pralines made according to traditional recipes that have been handed down from generation to generation, as well as new and seasonal creations that our chocolatiers have honed to perfection. For years, Bachmann pralines have been some of the most popular gifts for customers due to the fact that they can be personalised with logos.

Recipe

You can find a recipe for delicious Rocher pralines here:
www.confiserie.ch/rocher-praline



Grand cru

The finest chocolate in the world

Only one in 20 cocoa beans worldwide can be called fine cocoa. This term signifies a chocolate experience like no other – pure, unmistakable and unforgettable. Which is exactly what is needed for our grand cru.

The chocolate used in our grand cru specialities is produced using a special variety of fine cocoa from the Criollo bean – the oldest cocoa variety in the world. As early as the 17th century, royal houses treated it like gold. To this day, it primarily grows in Venezuela in the hills at the foot of the Andes.

This fine cocoa is carefully harvested and roasted in small quantities before being patiently aerated and conched, i.e. stirred. This process unleashes the intense flavour profile of the cocoa. We refine it using cocoa butter and the finest vanilla from Madagascar.



Prizewinner:
the best grand cru chocolate in Switzerland

The best grand cru chocolate in Switzerland can be found at Confiserie Bachmann. That was the result of a blind tasting carried out by *Schweizer Illustrierte* featuring sensory analysts, food specialists and gourmets. Bachmann's grand cru is also rated among the best in terms of value for money.

www.testwinner.ch



Canapés The finest finger food

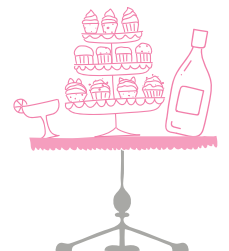
If you're ready to raise a glass with your family, friends or guests, we can provide an excellent culinary accompaniment – from canapé platters for small groups to catering for several hundred guests.





Let's celebrate the art of small delicacies. Our canapés, pastries and snacks are both visually dazzling and delicious. They are fresh, homemade and created with the utmost attention to detail:

- **Italian bruschetta:**
much more than just a snack
- **Round mini canapés:**
small works of art with various toppings
- **Warm classics:**
ham croissants, cheese tartlets and co.
- **Bread rolls:**
divine mini sandwiches
- **Bread with various fillings:**
mini sandwiches
- **Platters and snack boards:**
meat, cheese and more
- **Mini patisserie and macarons:**
to sweeten every celebration



Canapés in our online shop:
www.confiserie.ch/apero



Canapé catalogue:
www.confiserie.ch/aperoprospekt

Cakes

There's always a reason to celebrate

What would you like to celebrate? It doesn't have to be a 125th anniversary! There are countless reasons to enjoy a slice of cake.

At Bachmann, you can choose from over 400 special cakes or even create your own. So, you're guaranteed to find the right cake for you. We offer cakes for weddings, birthdays and anniversaries. You can add a photo, logo or marzipan decoration and choose between different sizes, shapes and colours.

From a succulent Black Forest gateau to a light mango and quark mousse, our cakes are lovingly created by hand in our Lucerne bakery according to traditional recipes interspersed with new ideas. Incidentally, did you know that we deliver our cakes worldwide? The cakes we deliver are based on an almond cake recipe with Chocolate, Red Velvet or Oreo Cupcake flavours. This makes them stable and long-lasting.



Produce your dream creation using our cake configurator

Create your own cake online. Choose the flavour, colour and decoration and let your imagination run wild! With our multiple-award-winning 3D cake configurator, you can adapt an existing design or create your own cake from scratch. Our skilled bakers will bring your creation to life within three working days.



Cake configurator:
www.torten-konfigurator.ch





Cakes in our online shop:
www.confiserie.ch/torten

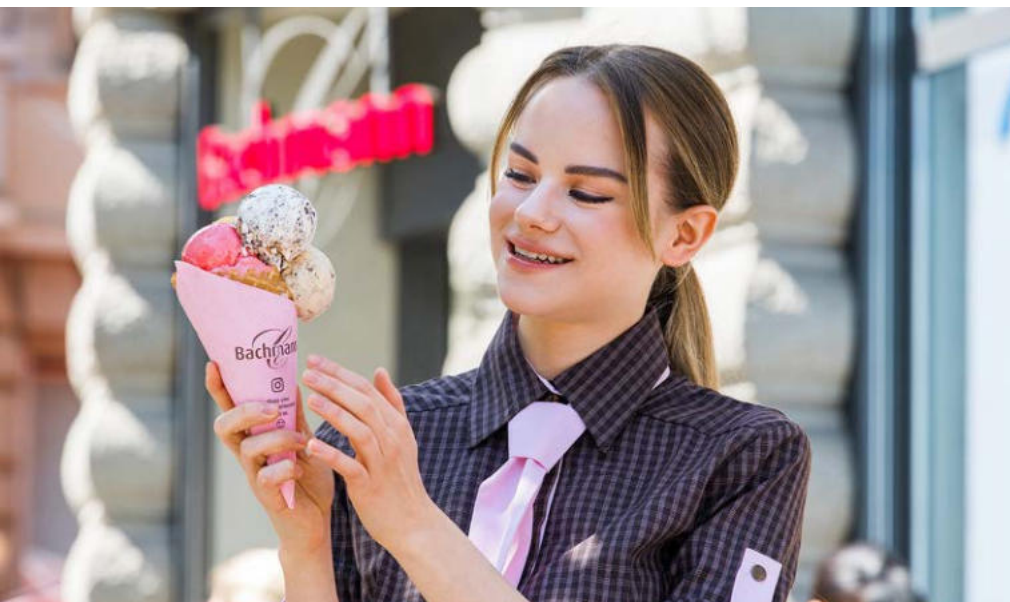


Cake catalogue:
www.confiserie.ch/tortenprospekt

Ice cream



Ice cream
fit for the finest
Italian gelateria



Whether it's Stracciatella, Chocolate or Schutzengeli®, our ice cream will bring the flavours of Italy to anyone who loves refreshing, sweet delights. Creamy, light and airy – just like homemade ice cream should be.

Our bakery not only features ovens but also ice cream machines. In the warmer months, we freshly produce all our ice cream flavours every day. Before freezing, the cream or fruit mixture needs to rest for 24 hours at 3°C to achieve the perfect texture.

There are many good reasons to enjoy a Bachmann ice cream

- The milk used in our ice cream comes from happy cows in the canton of Nidwalden.
- Our sorbets consist of 55% fresh and fully ripe fruit.
This allows us to use less sugar and makes our ice cream even tastier.
- The ice cream scoops in our cornets and tubs are always a little bigger than others on the market to satisfy even the most passionate connoisseurs.



Take a guess:

The five most popular flavours of Bachmann ice cream – can you arrange them in the correct order?



Stracciatella



Schutzengel

Cookies

Yoghurt and berry

Chocolate

Answer: 1. Chocolate 2. Yoghurt and berry 3. Stracciatella 4. Cookies 5. Schutzengel

*A small gift
with a big impact*

Did you know that you can gift a scoop of ice cream? This small gesture can have a big impact.



To buy Vouchers:
**www.confiserie.ch/
gutschein-1-kugel-glace**

★ ★

By the way, in the run-up to Christmas, you can also order our ice cream in the form of a **Vacherin cake**.

**It's hard to think of a cooler
Christmas dessert than that!**



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Sandwiches, bowls and co.

To-go dishes for breakfast, lunch or dinner

Sometimes you need something convenient and fast, whether it's a bread roll on the way to work, a light lunch in the office or a fine treat to enjoy for dinner once you get home.



Our takeaway range has grown enormously in the last few years. That's because our customers want to be able to enjoy healthy, varied and fine food on the go. What do you fancy today?

One-of-a-kind sandwiches

Featuring succulent ham, wood-smoked carrots or chicken and avocado (gourmet version). They can also be enjoyed warm as a hot panini or in the form of a large-sized canapé.

Satisfying salads

With 15 different creations, there is plenty to choose from. All our salads are crisp, fresh and full of vitamins.

Freshly cooked meals

We concoct new creations and popular classics every day in our kitchen. These range from alpine macaroni (Älplermagronen) to Thai curry, from wholesome to exotic, not to mention our vegan options.

Mood-boosting bowls

Whether it's a Middle Eastern-style Pita-Falafel Bowl, a Swedish Hygge Bowl or a vegetarian Planted Protein Bowl – our bowls are sure to make you go 'Mmh!'

Popular classics

Our specialist stores of course also sell sweet and tasty tarts, fruity Bircher muesli and nut croissants for a delicious treat between meals.

Thirsty?

Pair your meal with a homemade drink. Our teas and lemonades are extremely refreshing, low in sugar and contain no artificial sweeteners. The flavours available are Exotic Lemonade, Vitamin Water, Lemon and Lime, Ginger Detox, Raspberry and Oswego, Lemon and Elderflower and Apple Spritzer. Cheers!



By the way,
our takeaway range
contains at least **20 vegan**
products, including meals,
salads, sandwiches,
bowls, muesli and sweet
specialities.



**The ingredients used in our
takeaway range**

- Seasonal, local products without preservatives or flavour enhancers.
- Meat specialities from Heinzer Metzgerei, a family business from Muotathal.
- Milk products such as cheese, cream and yoghurt from Barmettler Molkerei in Stans.



Pain Paillasse®

The most popular bread in Switzerland

Bread with a twist. The crisp crust gives way to a light and airy crumb and a bouquet consisting of over 80 aromas.



Paillasse in our online shop:
www.confiserie.ch/paillasse

The original Pain Paillasse® is made according to a traditional recipe using wheat flour, natural yeast, clear water and much patience. We ferment the pre-ferment for 48 hours. Every single bread is produced by hand and unique.

This Swiss favourite is sold in some of the best restaurants and has won several awards. At Bachmann, Paillasse® is the basis for many sandwiches and is also available as a dark roll and a snack roll. The large versions are available all year round in the varieties light, dark, rustic and nut.





Bachmann
Seit
20 JAHREN
IHRE ORIGINAL
Pain Paillasse
BÄCKEREI

Wir
HABEN DEN
Original-Dreh
RAUS

Pain Paillasse
HANDGEMACHT
VON IHREM BÄCKER



Pain Paillasse® can be enjoyed in many different combinations. Here are our seasonal products:

Pain Paillasse® olive
(January to August)

This Mediterranean version is the perfect choice for canapés.

Pain Paillasse® pumpkin
(September to December)

This bread goes well with soups or salads on cold days.



Our most secret ingredients

That extra something that makes
our bread so delicious

You prepare the dough and then bake it. That seems pretty simple. But a lot more goes into Bachmann bread: Rest, leaven, revitalised water and much more.

'Simply good bread.' There's so much more behind this: the best ingredients, exact weighing, resting the dough and properly baking it. Precision and timing are part of every single step. Making our bread requires a lot of experience, passion and a few secrets that we will share with you here.

Resting the dough

Bread is like good wine or cheese; the dough's flavours take time to come to the fore. At Bachmann, we let the entire dough rest for 14 to 48 hours. Our patience with the dough means that Bachmann bread takes on a loose, porous texture and a crispy crust during baking. But resting the dough for this length of time has other advantages; the bread stays fresh for longer, it's tastier and can be digested more easily by the body. Studies have shown that industrially produced bread often causes stomach-ache.

Love and craftsmanship

All four generations of our family are connected by one thing: the love of fine baked goods and special recipes. In that sense, not much has changed in 125 years. The technology used may have become more modern and the bakery larger, but what has remained is our firm belief that really good bread requires patient craftsmanship carried out by experienced bakers. In our bakery in the heart of Lucerne, 24 expert bakers make over 24 different types of bread every day – and each and every one is unique.

Revitalised water

Along with flour, water is the most important ingredient when baking bread. It makes a difference whether you use a very hard or softer water in the dough. We use the Grandeur method to restore the water's vitality.

This involves revitalising it to make it resemble spring water. We use this water in all our breads and bread rolls so that they offer increased vitality, taste great and stay fresh for a long time.

The level of energy in water can be captured on camera. Here is a comparison between untreated tap water and revitalised tap water from Lucerne:



Untreated tap water from Lucerne.



Revitalised tap water from Lucerne.





Sel des Alpes

It's called the 'white gold of the Alps': Swiss Alpine salt from the Bex Salt Mines in Vaud. This salt has been surrounded by rock for millions of years and is extracted using mountain water. The salt mines in Bex have been producing salt using green energy from the local hydropower plant for more than 500 years. This process results in one of the purest salts in the world. It is a raw ingredient that aligns perfectly with our Bachmann philosophy: high-quality, local and healthy.



Sel des Alpes:
www.confiserie.ch/sel-des-alpes



Vacuum baking

Customers want bread to stay fresh for a long time, and be as healthy and delicious as possible. We've been able to fulfil these wishes by using vacuum baking in collaboration with the company Cetravac. This technique has revolutionised baking, as part of the process takes place without heat, which means that fewer nutrients are lost. And because less water evaporates from the dough, your bread stays fresh for longer.



Vacuum baking:
www.confiserie.ch/vakuumbacken

Leaven

Bread made with high-quality leaven stays fresh for longer, tastes superb and is very wholesome. This dough consists of water, flour and lactic acid bacteria that are mixed at 30°C for 24 hours. The next step involves mixing the leaven with the bread dough. Following this process means that our bread doesn't need raising agents, emulsifiers or artificial flavourings.



Bread with additional value:
www.mehr-wert-brot.ch

Have you tried our seasonal bread?

To add even more variety to our range, our bakers regularly produce special seasonal bread that is only available for a few weeks at a time.

Focaccia with tomatoes | 1

This wonderful summer speciality is seasoned with the Alpine salt 'Fleur des Alpes', made using a wheat pre-ferment and fine olive oil, and rested for 12 hours. It perfectly complements the acidity of the cherry tomatoes, making it a unique indulgence.

Pane Pomodoro | 2

This rye and mixed-grain bread is refined with sun-dried tomatoes. Its full-bodied and succulent flavour goes perfectly with Italian cuisine, barbecues and canapés.

Fig and nut bread | 3

The dough is mixed with fresh walnuts and vitamin-packed figs, giving it a rich flavour and even more nutrients. This energy-boosting bread goes with everything and can also be enjoyed on its own.

Festive bread | 4

This bread heralds the start of the festive period. It has a fruity, nutty, gingerbread scent, and it goes well with sweet spreads as well as cheese.





Good, or even better: organic!

Enjoy products produced
in harmony with nature



The best ingredients stay in, while everything else stays out.
Making organic bread requires care, time and the very best raw ingredients.

When making our organic bread, we make sure that valuable ingredients, vitamins and nutrients are not lost. However, unnecessary colouring and flavouring agents have no place in the dough. Good bread takes time! That is why we allow the dough to ferment for a long time and process it using traditional methods. Our bread with the organic label demonstrates our commitment to the highest quality, full-bodied flavours and environmental awareness. For bread that's both healthy and delicious.



Organic bread in our
online shop:
www.confiserie.ch/bio-brote

Our organic bread

Wise Guy Bread with chia seeds

Baked by wise guys, for wise guys! This high-fibre, pure rye bread is particularly popular with health-conscious connoisseurs. Chia seeds contain a lot of antioxidants, protein and fibre. Even the ancient Maya people used them as a basic foodstuff and remedy.

Bachmann Rye

A rustic and tart bread, made according to an ancient recipe from central Swiss mountain farmers. The rich flavour of the Bachmann Rye comes from the natural, organic rye sourdough and its resting time of around 12 hours. The bread is baked on a hot stone slab and stays fresh for a long time.



Our organic homemade drinks

As we were unable to find tea or lemonade that was tasty but low in sugar, we had to create our own. Our organic teas are freshly brewed for us before being refined and bottled. And that's how an unsuccessful search turned into a success story.



Organic drinks in our online shop:
www.confiserie.ch/bio-getraenke



Spelt specialities

The star grain variety

It's said that spelt makes us happy. And it's also healthy! That's why you'll find various baked goods made from this ancient grain in our range that are sure to put a smile on your face.



Spelt is an ancient grain that was cultivated as far back as 3,000 years ago. It's a fantastic source of protein and contains a lot of dietary fibre. Spelt is a popular alternative to many baked goods made from wheat, and not just for allergy sufferers.

Given all these benefits, it's no wonder that you can find such a large variety of baked goods made from spelt in our range. The basis for them is always a pre-ferment produced by boiling carefully roasted grain in water. This creates a 'scald', which needs to mature for 12 to 24 hours. This process ensures a natural, loose porous texture and a crispy crust.

Our spelt specialities

Whether you're interested in a Spelt Home Time Bread or an original spelt traditional braided loaf, a wholegrain croissant or a crispy spelt roll, ask about our baked goods made using this nutritious ancient grain in your local specialist store. We also produce several bread rolls for sandwiches, sweet muffins and king's cake ('Königskuchen') using spelt.



Spelt specialities in our online shop:
www.confiserie.ch/dinkel



www.confiserie.ch/film



Demeter spelt

From the field to the table



Our Lucerne bakery is located less than 20 kilometres away from the Stalder organic farm in Sempach, which cultivates spelt with the Demeter label for use in our baked goods.



On the Stalder family's field, spelt grows alongside other grain varieties in harmony with nature. This results in delicious and sustainable food. The percentage of frozen food that is imported into Switzerland is increasing every year. To attempt to counter this trend, we're placing an increasingly strong focus on local produce, as the best products are often not far away.

Foodstuffs with the Demeter label are produced according to the strictest of standards. The label is given to specialties that are produced using the oldest and most stringent land management methods. Closed cycles and an integrated view of humans, nature and animals result in the creation of particularly sustainable foodstuffs.



Blog about Demeter spelt:
[www.confiserie.ch/
dinkel-demeter](http://www.confiserie.ch/dinkel-demeter)



'Nature in the local region supplies us with everything we need to bake really good bread. Combining fresh, local ingredients with those from the Stalder organic farm and the passion of our bakers produces bread like no other.'

Raphael Bachmann



Our Demeter spelt bread also carries a label indicating that it was produced in a particularly sustainable way. The grain used to make it is carefully stoneground to ensure that the valuable germ bud stays intact.



Our vegan range

A natural development rather than a trend

Our vegan specialties are designed to meet an ever-growing need and show all connoisseurs how great and balanced vegan diets can be.



95% OF
VEGANS STATE
THAT ANIMAL
WELFARE IS THE
MOST IMPORTANT
REASON WHY THEY
FOLLOW A VEGAN
DIET.

1% OF
THE SWISS
POPULATION IS
CURRENTLY VEGAN -
AND THIS
FIGURE IS
ON THE RISE.

WE HAVE
40 VEGAN
PRODUCTS IN OUR
RANGE, INCLUDING
9 MEALS AND TWO
SANDWICHES.

Vegans will find a fantastic range of specialities without animal-derived substances at Bachmann – from main meals to snacks and sweet treats.

We realise that meat eaters are also eating vegan food more often these days. Our Buddha Bowl and hearty kale and quinoa salad are not only enjoyed by vegans. And our carrot and sprout sandwich has become a classic among people with all kinds of preferences.

Our food scouts find out about worldwide vegan trends and use this information to create new Bachmann specialities. That is how the spelt Planted gourmet sandwich with Chipeno sauce and plant-based pulled pork and the wood-smoked carrots recipe found their way into our range.

Each week, our warm meal range also features a vegan meal, such as Indian Dal Makhani or a lentil and potato pot. And for dessert, we've been baking our popular vegan chocolate tartlet for a few months now.



By the way,
you can now
also find the
'vegan' label in

our chocolate range. It's on our vegan chocolate bars, fresh chocolate and 'Hoppeli Pure Vegan' Easter bunnies. Our vegan chocolate tastes very similar to our traditional milk chocolate and has a particularly smooth melting texture.

15 OF OUR
37 BREAD
SPECIALITIES
ARE VEGAN.

Luxemburgerli
Perfection
in every bite



Luxemburgerli are the pinnacle of patisserie. Our confectioners have been crafting these small moments of delight by hand with love and expertise for over 40 years.

Luxemburgerli are the pinnacle of patisserie. Our confectioners have been crafting these small moments of delight by hand with love and expertise for over 40 years.

Brothers Raphael and Matthias Bachmann learned how to make them during their training in some of the best confectioners in Paris. One of the city's most popular specialties are macarons, which are very similar to Luxemburgerli. The young Swiss confectioners experienced the perfectly honed methods used to make these airy delicacies up close. This valuable experience explains why our Luxemburgerli offer perfection in every bite.

Luxemburgerli are a popular gift and the perfect way to treat yourself to something special. They closely resemble French macarons in terms of appearance and flavour, but they are a little smaller.

The meringue used in the Luxemburgerli is made from almonds, sugar and beaten egg whites and filled with fine creams. Alongside the five flavours that are available all year round – chocolate, vanilla, raspberry, espresso and blueberry yoghurt – five seasonal flavours are launched for each new season.

Confiserie Bachmann's Luxemburgerli are only available in the cantons of Lucerne and Nidwalden.



In Paris in 1996, Matthias Bachmann honed his expertise in the renowned patisseries Fauchon, Lenôtre and Peltier, while Raphael Bachmann did the same in the patisserie Gérard Mulot.



Luxemburgerli is a registered trademark of Confiserie Sprüngli AG, Zurich. Confiserie Sprüngli AG has granted Confiseur Bachmann AG the right to use the brand name Luxemburgerli when directly selling Luxemburgerli via its specialist stores in the cantons of Lucerne, Obwalden and Nidwalden.



Schutzensgeli®

Schutzensgeli



Our Schutzensgeli®
A speciality
that comes from the heart!



They appear when you least expect them.
And they're there when you need them.
Our Schutzensgeli® have been making people
happy for 11 years and have become our
biggest success story.

'We wanted to create a speciality that people know is associated with a good cause,' recalls Raphael Bachmann. 'And one day we came up with the idea of a Schutzensgeli and brought it to life in our own unique way.' **Part of the proceeds from the Schutzensgeli® goes to the Bachmann Trust (at least CHF 20,000 per year).** 'From there, the money returns to those countries where our chocolate specialities originate.' Among other things, the Bachmann Trust has built a school in Ivory Coast. 'That is how connoisseurs become guardian angels,' says Raphael Bachmann happily.

Today, Schutzensgeli® are our most popular and best-selling chocolate speciality.



Bachmann Trust:
www.bachmann-stiftung.ch

Bachmann
STIFTUNG

A Schutzensgeli® says more than a 1,000 words

With Schutzensgeli®, you can tell someone a story without any words. By giving them as a gift, you not only pass on truffles but also a personal message, whether it be 'Good luck!', 'Stay healthy!', 'Thanks a million' or 'Congratulations!'

Schutzensgeli® are crisp, delicate truffles with golden wings that are filled with a praline cream and wafer brittle and surrounded by nuts and fine Swiss milk chocolate.

Schutzensgeli® are available in various flavours. The classic flavours milk, dark, caramel salé and strawberry are available all year round. We also expand our range with seasonal special editions, which include tropical, coffee and Christmas with mandarin and cinnamon.

Fly high all year round

Classic Milk

Praline cream and wafer brittle, surrounded by roasted hazelnuts and fine milk chocolate



Classic Dark

Praline cream and wafer brittle, surrounded by roasted hazelnuts and the finest dark chocolate



Caramel Salé

Caramel Fleur de Sel, surrounded by roasted hazelnuts and fine chocolate blond



Strawberry

A strawberry yoghurt centre, surrounded by fruity ruby chocolate with a strawberry crunch



The finest seasonal flavours

Tropical

Passion fruit and light coconut notes in a crispy coating made from white chocolate and passion fruit crunch



Coffee

Rich notes of coffee, coated in milk chocolate and roasted hazelnuts with a coffee crunch



Christmas

A mandarin and cinnamon centre, surrounded by roasted hazelnuts and fine milk chocolate



www.schutzensgeli.ch

Indulgence from the heart of Lucerne

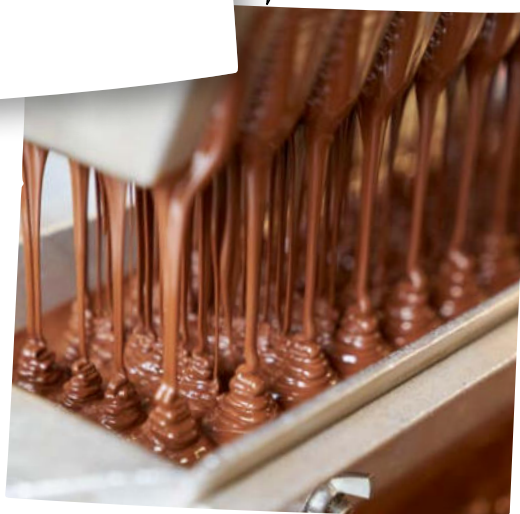


*'Everyone needs a
guardian angel from
time to time. Or two...
or three!'*

Lucerne specialties



LUCERN  LUCERNE



Lucerne specialties
A taste of our hometown



Our Lucerne specialties are a homage to the most beautiful city in Switzerland. We bake traditional, old recipes and provide a culinary monument to our favourite city with new creations.

Schoggi-Türmli®

THE Lucerne landmark, dipped in milk or dark chocolate. The Schoggi-Türmli® (chocolate tower) has a kirsch truffle filling. It's perfect for anyone missing Lucerne or locals that want to treat themselves to something special.

Pralinés de Lucerne

A vintage homage to the 'city of lights', featuring 15 homemade Bachmann pralines and a booklet about the most important Lucerne sights in three languages.

Wasserturm Stein®

These stones are a unique speciality invented by our confectioners in 1937. Bachmann chocolate gives way to an airy almond sponge, soaked in kirsch or baileys and surrounded by gianduja. It comes with a booklet about the history of the Water Tower.



Video:
[www.youtube.com/
wasserturmstein-spot](http://www.youtube.com/wasserturmstein-spot)



Lucerne specialties in our online shop:
www.confiserie.ch/spezialitaeten



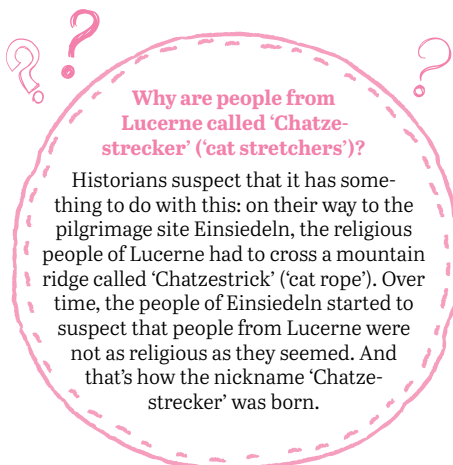
'Chatzestreckerli' in our online shop:
www.chatzestrecker.ch



'Chatzestreckerli' video:
www.confiserie.ch/trickfilm

Lozärner Chatzestreckerli®

This Lucerne speciality was created over 50 years ago in our bakery. 'Chatzestreckerli' are Florentine almond bars that are loved by locals and tourists from around the world.



**Why are people from
Lucerne called 'Chatzestreckerli' ('cat stretchers')?**

Historians suspect that it has something to do with this: on their way to the pilgrimage site Einsiedeln, the religious people of Lucerne had to cross a mountain ridge called 'Chatzestrick' ('cat rope'). Over time, the people of Einsiedeln started to suspect that people from Lucerne were not as religious as they seemed. And that's how the nickname 'Chatzestrecker' was born.



Lucerne pear pastries

Are you wondering why these always taste so good? That's because we add a generous amount of dried pears from the Lucerne hinterlands. This traditional pastry is then seasoned with grandfather's spice mix. Lucerne pear pastries ('Luzerner Birnenweggen') originally came about because farmers were harvesting far more pears than they could sell. So, they decided to dry the fruit and preserve it. Women then took this purée and baked it into these sweet pear pastries.



Lucerne Cake

The abundance of flavour in this cake, which is made from a delicate butter and nut shortcrust pastry and an exquisite filling, provides a culinary representation of the city's beauty. The homemade nut filling consists of 46% aromatic hazelnuts, which are roasted with care before mixing, just like in old times. Doing so improves the taste and adds that extra something special. After all, no effort should be spared when trying to achieve the best possible taste.



Lucerne 'Lebkuchen'

Our recipe for this traditional cake has been passed on from generation to generation. It contains fresh cream and concentrated pear juice from Central Switzerland, as well as a secret Lebkuchen spice blend. The origin of the Lebkuchen is connected to pear juice: the farmers in the hinterlands had produced too much, so they preserved it by turning it into concentrated pear juice. Their wives began to bake with it – and Lucerne 'Lebkuchen' was born.



Recipe for Lucerne 'Lebkuchen':
www.confiserie.ch/luzerner-lebkuchen-rezept

Welcome to Confiserie Bachmann's detective trail!



Do you want to discover the picturesque city of Lucerne, solve exciting mysteries and win a sweet prize at the end of it all? Then you've come to the right place.



Start Now

Detective trail:
www.confiserie.ch/detektivtrail

Distance: 4.5 km on foot
Duration: 2 to 3 hours
Starting point: Lucerne main station
Languages: available in 4 languages
🇩🇪 🇬🇧 🇫🇷 🇧🇷



The detective trail can be started at any time and is free.



Seasonal specialities

With you throughout the year

We've got you covered in every season – at family get-togethers, traditional celebrations or any time when you have something to celebrate – with seasonal specialities and moments of delight.



Welcome to our Easter world!

Sometimes it's claimed that we confectioners invented the Easter bunny. Even if that's not true, we love the time leading up to Easter! That's because we get to create charming bunnies using our best chocolate and can finally bake Easter recipes again. We'd be delighted to sweeten up your Easter with our specialities – from chocolate bunnies that are well worth searching for and traditional Easter pastries through to fine desserts for those sweet Easter days.

Every year, our confectioners come up with new creative ideas for Easter bunnies related to current topics. At Bachmann, we have the perfect Easter bunny for everyone, whether you're buying for yourself or someone else. As all our Easter specialities are freshly produced in Lucerne, we can respond to the latest trends. Despite all the changes that have taken place, one thing stays the same: each bunny is made from our unique melt-in-the-mouth Bachmann chocolate.



Easter catalogue:
www.confiserie.ch/osterprospekt

Festive gifts, canapés and desserts

Christmas time is full of moments that are best enjoyed with your loved ones. You take time for yourself, reminisce and treat yourself to some delicious delicacies.

We'd be delighted to make your Christmas that little bit better with our specialties – whether canapés, desserts or small moments of delight under the Christmas tree.



Festive catalogue
www.confiserie.ch/festtag



**Easter products
video:**
[www.confiserie.ch/
osterfilm](http://www.confiserie.ch/osterfilm)



**Christmas baked
goods video:**
[www.confiserie.ch/
weihnachtsfilm](http://www.confiserie.ch/weihnachtsfilm)





WHO'LL GET TO WEAR THE CROWN
ON THIS THREE KINGS DAY?



FEBRUARY

HAPPY CARNIVAL!

SPRING IS THE
PERFECT TIME FOR
LIGHT DESSERTS

Seasonal flavours include
rhubarb, coconut and pine-
apple, mulled wine, etc.



MARCH

OUR EASTER STARS HAVE ARRIVED!



APRIL



MAY



THANKS, MUM!

With our cake configu-
rator, you can let your
imagination run wild.



'How does Bachmann make
its Easter bunnies?' video:
www.confiserie.ch/schoggihase



I DO!



JULY



BRING ON THE SWEET AND REFRESHING TREATS!

AUGUST



HAPPY BIRTHDAY, SWITZERLAND!

SEPTEMBER



THOSE AUTUMNAL COLOURS HAVE ARRIVED!

OCTOBER



FUNFAIRS FEATURE PLENTY OF FINE SWEETS

NOVEMBER



TIME TO SPOIL YOURSELF!

DECEMBER



THE FESTIVE PERIOD IS JUST AROUND THE CORNER!

Awards



Awards

Thank you for these magic moments!

It's always a great honour when we receive an award.
That's because it's a huge compliment for everyone who believed in
our vision, ideas and dreams over the last 125 years.





Winner of the renowned SVC Award for Entrepreneurs in 2014



‘For me, the award ceremony in Lucerne Culture and Congress Centre (KKL) in front of 1,200 guests remains one of the most touching and wonderful moments in the history of our family business,’ recalls Raphael Bachmann. And no wonder: all companies competing in the Award for Entrepreneurs had to undergo a tough selection process. The independent jury of experts examined between 70 and 100 local companies. Important factors for the jury include innovation, entrepreneurial spirit and sustainable success. However, the company must also be locally based and a role model in terms of environmental issues. Matthias Bachmann: ‘Winning the prize really gave us momentum and gusto, and we continue to feel the impact of it to this day. That demonstrates the significance of the SVC award.’



www.confiserie.ch/svc



EY: Entrepreneur Of The Year

On 23 October 2015, the awards for the best Swiss entrepreneurs of 2015 were presented in the tpc/SRF television studios. Confiseur Bachmann AG was nominated as one of the three finalists in the ‘Family Business’ category.



www.confiserie.ch/ey



'Digital Economy Award': 2019 finalist

Our cake configurator made an impact at the award ceremony for one of the most important awards in the digital sector. With it, we reached the final in the 'digital transformation' category. The jury said: 'The 3D cake configurator combines customer preferences, technical feasibility and administrative coordination all in one and significantly reduces the lines of communication and interactions between the bakery, administration department and end customers.'

www.confiserie.ch/digital-economy-award



Green Smiley Award

Confiseur Bachmann AG was nominated for the Green Smiley Award 2012 for its 'Schutzengeli®' and the Bachmann Trust, which was born out of them. The 10 finalists were selected by Heineken Switzerland. These were all food businesses that have demonstrated a long-term commitment to society and the environment.



'Marktkieker': Award for European Bakery and Confectionery



Confiserie Bachmann received the most prestigious award in the industry in 2010 in Berlin's renowned Hotel Adlon opposite the Brandenburg Gate. The 'Marktkieker' is presented every two years to outstanding, innovative companies. The ten-member independent jury unanimously decided that the award would go to Lucerne. Confiseur Bachmann AG outperformed 70 notable finalists in its field.

www.confiserie.ch/baekerei-des-jahres

aha!award

The Swiss Centre for Allergies, Dermatology and Asthma (or aha! for short) presented Confiseur Bachmann AG with an allergy award.

www.confiserie.ch/aha-award



'Best of Swiss Web Award': bronze for our cake configurator

Being recognised for innovation is a great compliment! This is the category that our 3D cake configurator won bronze in at the 'Best of Swiss Web Award' in 2019. The award recognises excellent work that makes primary use of web technologies.

www.confiserie.ch/swiss-web-award





The most popular bakery and confectionery in Switzerland

What an honour! In 2021, we were named the most popular bakery and confectionery in Switzerland. Readers of the gourmet magazine *Falstaff* voted us into the top spot by a large margin – we received around 40% of the vote.

www.confiserie.ch/falstaff

Best website

Confiserie Bachmann's website was crowned the best in the baking industry in the German-speaking countries. Confiserie Bachmann has had an online shop since 1997, which became particularly important during the pandemic.

www.confiserie.ch/best-website



IHZ recognition award for our cake configurator



Our digital ideas were celebrated in 2020 – our 3D cake configurator won the recognition award from the Central Switzerland Chamber of Industry and Commerce (IHZ). The IHZ said: 'With this technically complex solution, the company has created something new and is driving forward digitalisation.' The configurator allows you to create your own dream cake online.

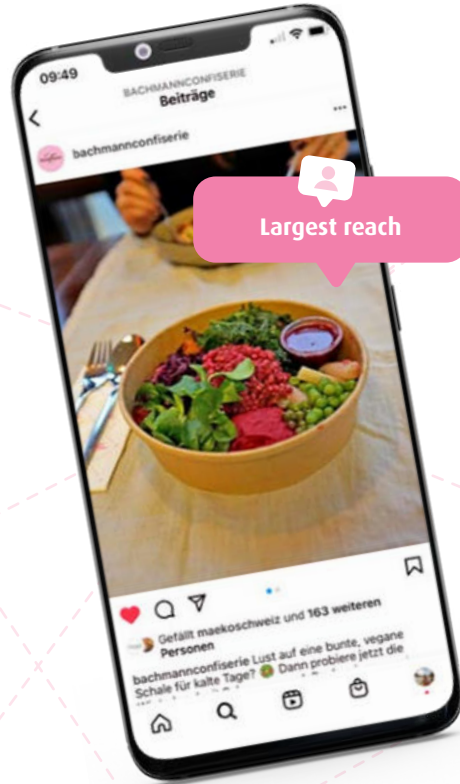
www.confiserie.ch/ihz

'Best of Swiss Gastro Award': 2nd place in the 'Coffee & Bistro' category

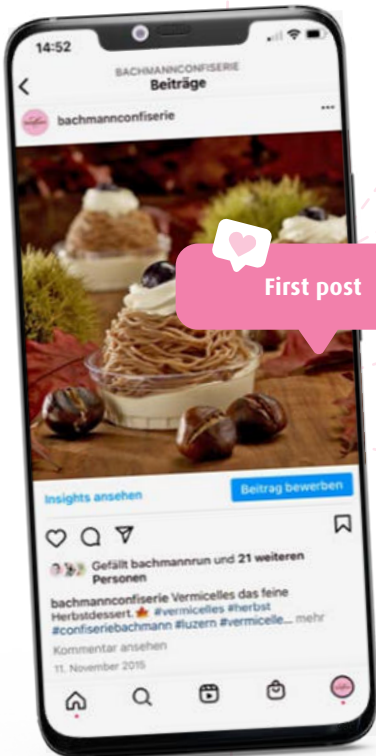
Along with 129 other businesses, our newest café on Bahnhofstrasse in Zurich was nominated for the prestigious 'Best of Swiss Gastro Award' in 2019. Guests and experts voted our café into second place in the 'Coffee & Bistro' category. What a great success in the first year in business!

www.confiserie.ch/bosg





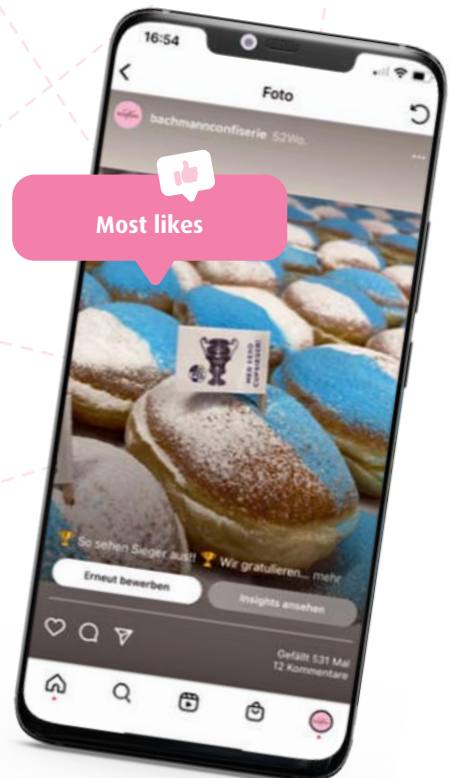
Social media Share your #Bachmannmoments with us



First post

These days, our social media community is as big as the population of a medium-sized city. This is where #Bachmannmoments are enjoyed.

We constantly interact with our 26,000 followers and fans on Facebook and Instagram. We share new products, behind-the-scenes footage and seasonal products and collect feedback. We also share #Bachmannmoments from the everyday lives of members of our community.



Most likes



Follow us on:

 @bachmannconfiserie
 @confiseriebachmann
 @confiseriebachmann

‘Our followers will have an increasing say
in the content we produce.’

Andrea, it's said that content doesn't show what a company 'does' but what it 'is'.

Posts on Instagram or Facebook of course show people what you're doing at any given moment. But as a company, you should think about how these individual chapters together make up a larger story and never lose sight of this overall picture. Followers should be able to understand the 'why', i.e. the additional value that the company creates. Confiserie Bachmann lives for tradition and craftsmanship, and we want to get that across to our community across all our posts.

How will Confiserie Bachmann's marketing communications change over time?

Social media platforms such as Facebook, Instagram, YouTube, Pinterest and TikTok are becoming more important in our



Andrea Oldani is head of marketing and social media at Bachmann

target groups. For that reason, we'll become more active on all these platforms. For a year now, we've been working with marketing software that gives us a better overview of our activity and automates certain processes. Our goal is to not miss out on interactions because we want to actively take part in conversations on social media.

Which developments on social media are you most excited about?

I'm excited about the fact that the community is increasingly having a say in the content and changes that it wants to see. That brings us closer to our customers and enables a more dynamic exchange. I like that the digital world and our analogue everyday lives are merging.

I love it! 😊💕

Reposts

#Bachmannmoments enjoyed by our customers



Press clippings

Here are some of the ways we've made headlines



More press reports:
www.confiserie.ch/presseberichte



Press clippings – the top 20 press reports
as a PDF download:
www.confiserie.ch/pressepiegel



Schutzensgeli

Hello everyone,

We received a box of Schutzensgeli for Christmas. We were delighted – wonderful chocolates in wonderful packaging. The little book with the sayings about angels is very special. We've not seen such beautifully packaged pralines very often. They're a special gift for many occasions. Thank you.

Best wishes,

Elisabeth B.*

BLOWN AWAY!

Hello everyone,

I discovered Confiserie Bachmann a few months ago at the shopping centre in Spreitenbach. I'm blown away by your product range! Salads, yoghurt, sandwiches, pralines – everything is of the highest quality, completely fresh and unbeatable in terms of value for money. Your sales staff are also always professional and friendly. What more could you ask for? I'm definitely a big fan :-).

I wish you continued success and send my best regards,

Bettina H.*



Customer feedback

The most wonderful mail

Bachmann chocolates

We live in Hong Kong and, from time to time, we receive a parcel with Bachmann chocolates, pralines, and cookies – truly the very best in Switzerland and most delicious ones – worldwide!

Urs L.*



More customer feedback:
www.confiserie.ch/stimmen

WEDDING CAKE

Dear Bachmann team,

We would like to say a big thank you for the wonderful wedding cake that you made for our wedding. It was beautifully decorated and exactly what we wanted. It was also delicious. All the guests enjoyed it.

We also wanted to mention the very friendly and professional service that you and your employees gave us on the phone. Thank you again.

Kind regards,

Heidi M.*

A REAL TREAT

I'm so happy to have rediscovered your company after being away from Lucerne for 35 years!

Everything is so incredibly delicious and fresh. What a treat!

Terrie L.*

Drinks reception

Dear Ms G*

We held a successful event yesterday. Your great service and fantastic bread rolls and pastries played a big part in making this evening so successful. They went down very well with the course participants. A big thank you to you and everyone else who took part in this great event.

We will definitely think of you in future.

Have a good weekend and kind regards,

Hermann K.*

SOURDOUGH BREAD

Hello,

I've been buying your sourdough bread for years, and I have to tell you that this bread is extremely high quality and can still be enjoyed after four or five days. We always take this bread with us when we visit our friends.

Keep it up!

I hope business remains good and wish you a wonderful festive period

Best wishes,

Josef T.*

* Names, company names and personal information have been changed by us to protect the privacy of the individuals.

Locations

We're ready to serve you at these locations

Fancy grabbing some bread, ordering lunch or taking a moment to enjoy a quiet coffee? We have specialist stores in 20 locations in Central Switzerland, Aargau and the Zurich area.



Opening hours:
www.confiserie.ch/standorte



Schwanenplatz
Chocolate World
Schwanenplatz 7
6004 Lucerne



Tribsenstadt
Werkhofstrasse 20
6005 Lucerne



Cantonal Bank
Pilatusstrasse 14
6003 Lucerne



Railway station
Lucerne railway station, basement floor
6003 Lucerne



Platform 3
Lucerne railway station, ground floor
6003 Lucerne



Italia
Lucerne railway station, basement floor
6003 Lucerne



Alpenstrasse
House of Chocolate
Alpenstrasse 9
6004 Lucerne



Gelateria am Quai
Schweizerhofquai
6004 Lucerne



Rössligasse
Rössligasse 17
6004 Lucerne

Locations



with
café

La vie en rose®
Pilatusstrasse 17a
6003 Lucerne



with
café

Zurich Bahnhofstrasse
Bahnhofstrasse 89
8001 Zurich



Sihlcity
Kalandersplatz 4
8045 Zurich



Shoppi Tivoli
Shopping Center 7
8957 Spreitenbach



Metalli
Industriestrasse 13b
6300 Zug



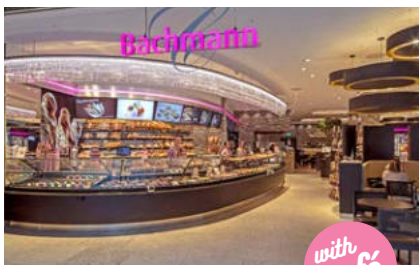
with
café

Zugerland
Hinterbergstrasse 40
6312 Steinhausen



with
café

Surseepark
Bahnhofstrasse 28
6210 Sursee



with
café

Mall of Switzerland
Zugerstrasse 34
6030 Ebikon



with
café

Emmen Center
Stauffacherstrasse 1
6020 Emmenbrücke



with
café

Pilatusmarkt
Ringstrasse 19
6010 Kriens



with
café

Länderpark
Bitzistrasse 2
6370 Stans

Lunch delivery service

- Your order must be placed online before 11:30 am for same-day delivery.
- It will be delivered 30 minutes after you placed your order at the earliest.
- The lunch delivery service is available in the city of Lucerne and the surrounding area as well as the city of Zug and the surrounding area.
- Courier service is available from Monday to Friday between 10:30 am and 2:00 pm.
- Choose from a range of straightforward payment methods.



Lunch delivery service:
www.confiserie.ch/lieferservice

Our specialist stores

‘What can we get for you?’

Regardless of whether you come to buy bread and stay for just 30 seconds or spend a quarter of an hour with us, we want you to have an enjoyable Bachmann moment in all 20 of our specialist stores.

Cosy and clean, welcoming and convenient – a specialist store is so much more than just a sales counter. We know that your experience will influence whether you choose to come back and visit us again. That’s why we pour our heart and soul, as well as a lot of know-how, into each and every one of our specialist stores. And certain locations have some special surprises in store for you.

What fresh means to us

We deliver fresh products to our 20 specialist stores up to five times a day. So, you can be sure that bread sold in the evening was not baked the night before. We’re only able to make deliveries at such regular intervals because our stores are located within easy reach. That means that there are geographical limits to how much we can grow. But that’s fine by us, as we don’t compromise when it comes to freshness.



Our specialist stores:
[www.confiserie.ch/
storepickup](http://www.confiserie.ch/storepickup)



‘So that you feel at home here.’



We store managers are responsible for meeting your culinary wishes, advising you on all sorts of topics and making sure that our wide range of products is fresh and ready for you to enjoy. We also take care of numerous small and large tasks, as we share the responsibility for our specialist stores with our team.

Back row (FLTR): Manuela Beckert, Zita Niederberger, Chantal Wiget, Michelle Broch, Antoinette Dalmaso, Karin König
Front row (FLTR): Rebecca Genduth, Tanja Amberg, Monika Culap, Buket Akinci, Raffaella Pozzi, Rina Scherzinger



Our specialist store that is open around the clock

‘E-commerce is an important strategic pillar for us. It’s becoming more and more important, and having a solid, easily adaptable online shop that can be continually expanded is key. We’ve been working with the Glattbrugg-based digitalisation and e-commerce specialists insigin for several years, and they’re a creative and conscientious partner to have at our side.’

Andrea Oldani, Marketing



Bahnhofstrasse Zurich

Opening a store on Zurich's Bahnhofstrasse at the end of 2018 was one of the biggest decisions in the history of our family business. But it was worth it, as even on the most exclusive street in Switzerland, people love our specialities. On the ground floor, commuters, locals and tourists alike can explore our range of baked goods, sandwiches and snacks. A 'chocolate

staircase' leads customers up to our Chocolate World with its many sweet specialities. Meanwhile, at the chocolate buffet, you can put together your own selection of favourites. And on the second floor, you can enjoy warm meals, snacks, salads and sweet treats in our café overlooking the Bahnhofstrasse.





Lindt & Sprüngli in the Chocolate World

Lindt, the No.1 chocolate brand in Switzerland, has a wide range of chocolate specialities on offer in our Chocolate World. High-quality gifts, the finest Lindt chocolate bars and a pick-and-mix assortment of smooth melting LINDOR truffles delight customers at various Bachmann locations.



Schwanenplatz

Lucerne

All kinds of customer needs converge in this specialist store, whether it's local office workers stopping by to pick up lunch, tourists buying chocolate souvenirs, families grabbing a snack or shoppers in the Altstadt stopping for a break in our café. In a

beautiful location, in an area spanning 400 square metres, we meet all our customers' wishes and even offer an incredible Chocolate World.



One-of-a-kind:
our **Flowing Chocolate Wall**
at Schwanenplatz Lucerne turns
the heads of both locals and
tourists. 750 kilograms of choco-
late flow continuously down
a ceiling-high wall in a cycle
consisting of fine waves. The
chocolate is made of non-edible
cocoa extracts, making it ideal
for decorative use.

Architect Marc Jöhl: 'It's about creating an experience.'



From the 'Flowing Chocolate Wall' to the church organ in our café, Marc Jöhl has been responsible for the unmistakable style of our specialist stores for 25 years.

What's the most important factor for you when planning the interior design of the specialist stores?

When I'm working on a new project, for me, it's not first and foremost about the design but about creating an experience. Customers should enter the specialist store and feel satisfied because they've found exactly what they were looking for.

What are the biggest challenges you face in your work?

One of them is the desire to satisfy all the different customer needs. At Lucerne's Schwanenplatz or on Zurich's

.....
'Materials, colours, light – these three factors are key to the shopping experience.'
.....

forced to close because customers were choosing to shop at retailers instead. Companies have two choices when the pressure starts to rise: give up, or keep evolving. That's why, at a time when all other bakeries had minimalistic décor, we chose to focus on a new, creative approach to interior design. This courage paid off.

.....
'The industry is changing all the time.'
.....

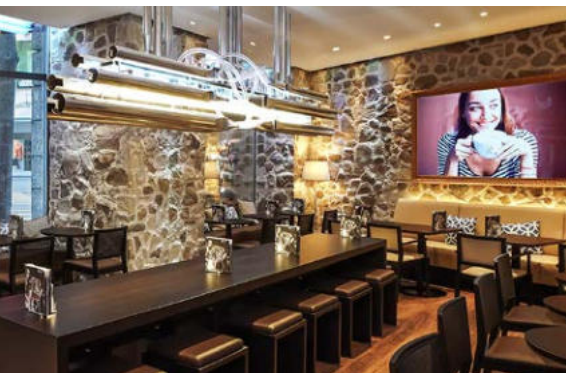
What makes Bachmann specialist stores so different?

Materials, colours, light – these three factors are key to the shopping experience. Homely materials such as stone, wood and fabric create a cosy atmosphere. The large, round, illuminated counter is the focal point in a specialist store. It's comparable to a warm camp fire that offers comfort in the dark. There's a place for everyone here, so customers can make their selection and quickly receive their desired products.

Bahnhofstrasse, a business woman might stop to pick up her lunch while a group of tourists buy their chocolate souvenirs. Both should be able to find what they're looking for quickly and complete their purchase without having to wait too long. That is also challenging and demanding for Bachmann staff.

You've been designing our specialist stores for 25 years – is it starting to become routine?

Not at all! The industry is changing all the time. When we started 25 years ago, many bakeries and patisseries were



The musical lamp 'chandelier sonore' in our Lucerne lifestyle café 'La vie en rose' is a mixture of a chandelier and an organ.

Surseepark Sursee

Let's return to our roots: the great-grandfather of the Bachmann brothers opened his first bakery in Sursee 125 years ago. In January 2020, the family business returned to the region with a specialist store in the Surseepark shopping centre. The impressive praline counter and Flowing Chocolate Wall are also a feast for the eyes. The café is spread over two floors and can accommodate around 100 guests.

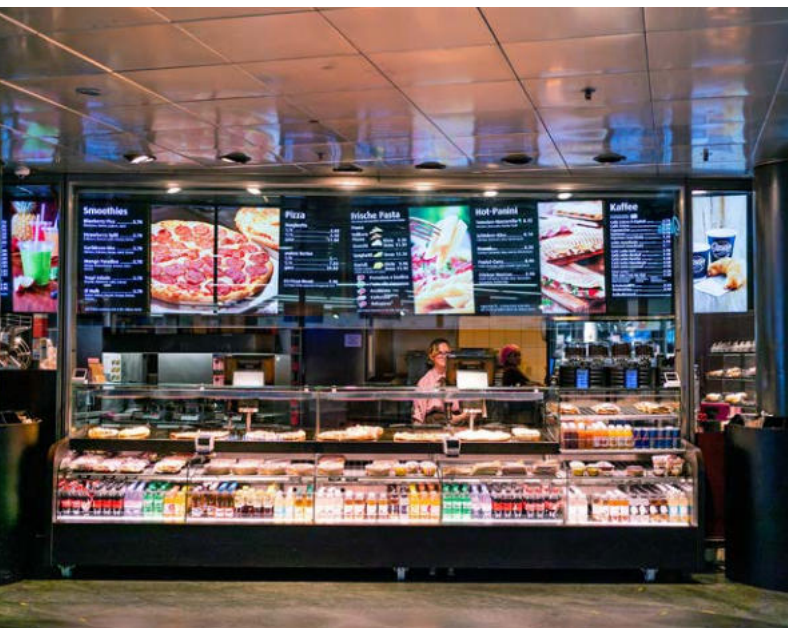


Lucerne railway station Lucerne

At Lucerne railway station, we're ready to serve you 365 days a year, from early in the morning to late at night. We have a spacious specialist store on the basement floor and a smaller store on platform 3 – perfect for anyone who's short on time.



'Italia' in Lucerne railway station Lucerne



In 'Italia' in Lucerne railway station, we quickly and freshly prepare Italian classics such as pizza, pasta or paninis according to your wishes. Whether you're commuting, taking a break from your studies or enjoying some family time, if you're looking for a quick but delicious meal, you've come to the right place.



‘We work in the background to make the impossible possible.’



As members of sales management, you don't see us that often. We take care of everything behind the scenes and support the running of our specialist stores. We're an important link between the Lucerne bakery and our 20 specialist stores in five cantons, meaning that we make sure you always find what you're looking for.

Vlatko Iliev and Jacqueline Di Marco with the 'heads of sales' (FLTR):
Maire Ahmeti, Letizia Dionisi, Corinne Stadelmann, Monika Freuler, Patrik Arn

Gelateria am Quai Lucerne

You'll find the best ice cream far and wide on the shores of Lake Lucerne, in the heart of the city. Creamy, light and airy – just like homemade ice cream should be. In our charming Gelateria am Quai, we also sell coffee and a selection of popular baked goods – for a touch of 'dolce far niente' in Central Switzerland.





Our 'branch' in Japan

In Japan, Raphael and Matthias Bachmann not only became acquainted with the unique features of the local art of confectionery – they also discovered a deceptively real-looking 'branch' of their family business.

'In 1995, during our years spent travelling and training, we realised how multifaceted our profession can be. Bread and patisserie don't have a long tradition there. The locals only began to produce baked goods like these when US soldiers requested them after the Second World War. In the last few decades, many new companies were created that provide a perfect imitation of European specialities and patisseries.

In Hiratsuka, located south of Tokyo, there's a 'Konditorei Bachmann' that looks like a branch of our family business. The owner Hiroshi Watanabe trained in the Richemont Craft School in Lucerne 30 years earlier with the aim of opening a European bakery in Japan. He was a big fan of Confiserie Bachmann and created a carbon copy of the brand in his home country. From the pink colour and the lettering through to the interior, it closely resembles our parents' former local bakery. However, they only became aware of it when acquaintances congratulated them on their Japan 'branch' after spotting it during a trip there. Our father Raymond and the owner Hiroshi started a dialogue that led to us working in the 'Konditorei Bachmann' in Hiratsuka during our travels in Japan. It was an unforgettable experience!

During this trip, we visited over 40 Japanese patisseries and even worked in a few of them. We witnessed the Japanese

patissiers' enthusiasm, dedication, methodical, hard work and commitment to the highest quality. Even if this trip was over 25 years ago, the inspiration we took from this foreign yet familiar world has stayed with us to this day.'



'Specialist store' in Japan:
www.confiserie.ch/japan

A culinary experience

For a break from your daily routine

Ten of our specialist stores feature a café where you can enjoy our specialities in a cosy atmosphere.

Regardless of whether you come for a generous breakfast, warm lunch or coffee and cake, in our cafés you can enjoy the finest food throughout the day. We conveniently serve you at the counter without any waiting times. Our team freshly prepares pizzas, pastas and our popular hot paninis to order in front of customers,

whether it's in one of our shopping centre locations, the Altstadt or our main Lucerne branch with a sun terrace. We also sell portions of chips and chicken nuggets in our cafés.



Opening times for all the locations:
www.confiserie.ch/storepickup



'How our coffee is made' video:
www.premiumcoffee.ch

Highly sought-after hot drinks in our cafés

We sell gourmet coffee from the company Rast. This family business has been committed to producing the highest quality coffee for over 100 years. As the company maintains close relationships with producers, Rast coffee is also synonymous with sustainability and fair production. This coffee is freshly roasted for us each week, guaranteeing exquisite quality.



RAST KAFFEE
GOURMET RÖSTEREI

www.rast.ch

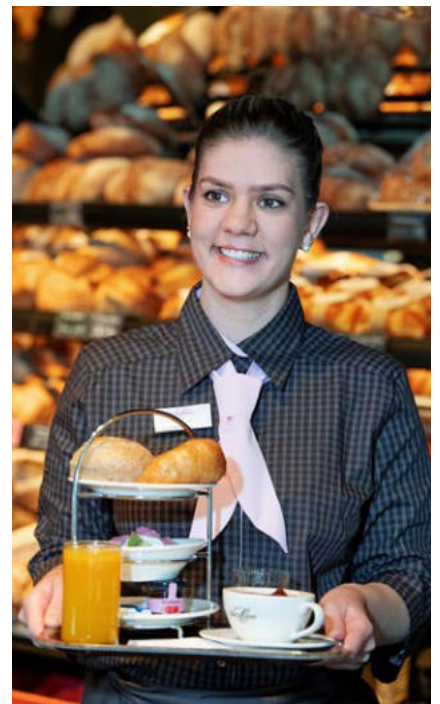


The tea specialist L'art du thé, which has a tea boutique in Lucerne and a production site in Ballwil, produces special sachets for us and fills them with tea from the best growing areas in the world – because tea culture is dear to our heart.



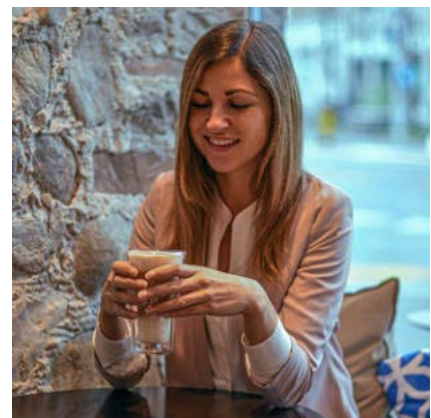
For our little guests
Kids can draw, play guessing games and solve puzzles in our little 'Bachmännli' book. Have fun!





La vie en rose Our lifestyle café

La vie en rose – a microcosm of Lucerne life. It's the ideal place to share a few moments of delight with friends, family or business partners. Take a coffee break, enjoy a canapé or sit down for a meal – life here is rosy.



Save and send

Loyalty card and gift vouchers

The many benefits of our loyalty card

Receive discounts and collect points with the pink Bachmann loyalty card. You can also load money onto it and use it as a payment method. Each card is unique and will be replaced if stolen.

Benefits:

- Discount of up to 6% on various drinks, bread products, specialities, sandwiches and salads.
- Each time you load money onto your card, we'll add 1–4% of the amount to your credit.
- Collect points and use them to purchase Schutzengeli®, thermal mugs, etc.



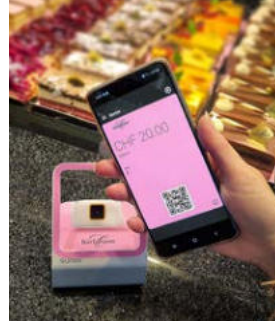
Loyalty card information:
www.confiserie.ch/kundenkarte

Gift vouchers for moments of delight

You can never go wrong with this golden surprise. You can load an amount of your choice onto the giftcard in our specialist stores or order a card with a value of CHF 20–300 online. The card can be used in all our specialist stores (with the exception of 'La vie en rose').



Gift cards:
www.confiserie.ch/geschenkkarte



Did you know?

We also have a digital version of our loyalty card with the exact same functions. With it, you can pay, save and receive all the benefits of the card using your smartphone.

Your digital loyalty card can only be activated in our specialist stores.



Customer service

Our team of advisors will happily assist you with orders, special requests and other queries.

Call us on +41 41 227 70 70. You can also call this number to arrange an in-person consultation with us at our store on Werkhofstrasse 20 in Lucerne.

You can contact customer service during these times:

Monday to Friday

7:30 am to 12: noon

13:30 pm to 17:30 pm

Saturday

8:00 am to 2:00 pm

Personalised gifts

Make a lasting impression

Let's combine two things that go together perfectly: your appreciation of your customers and our passion for high-quality, indulgent creations.

A personal gift that's sure to go down well with your customers, partners or employees. Treat them to mini masterpieces or popular Bachmann specialities, which we can personalise with your logo in a short period of time and for a reasonable price.

We can add an edible version of your logo or some text to our chocolate or baked goods and customise the packaging. It's the perfect way to say thank you, mark a special occasion or simply show your appreciation. These personalised moments of delight are also available in small volumes.



Customer gifts in our online shop:
www.confiserie.ch/kundengeschenke



Customer gifts catalogue:
www.confiserie.ch/individuelle-geschenke

Personalised Schutzensgeli®



Tell your customers a story without any words. By gifting our Schutzensgeli®, you not only send someone fine truffles but also a personal message. After all, everyone could do with a few good wishes or a guardian angel from time to time. Or two... or three.

Gifts with a personal touch



- 1 Box sleeves**
Your personalised message
- 2 Pralines with logo**
A sweet giveaway featuring your logo
- 3 Baked goods**
with your logo

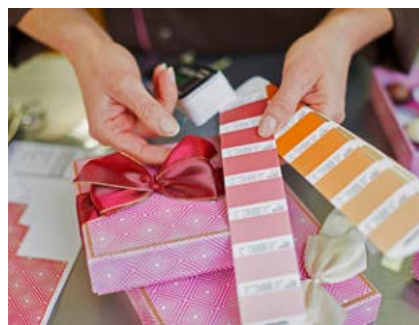


Marcel Bischof
Sales development manager
and brand ambassador

*'We add your logo to our specialities
to suit every occasion.'*



Love and craftsmanship go into all our creations



Gold partners



Alois Herzog AG
Tribtschenstrasse 72
6005 Lucerne
Phone: +41 41 368 98 98
www.herzog-sanitaer.ch



bakeXperts AG
Kesselbachstrasse 40
9450 Altstätten
www.bakexperts.com



Dilara Design GmbH
Fischergasse 1
6362 Stansstad
Phone: +41 52 343 56 44
www.dilaradesign.com



Ammann AG Luzern
Bergstrasse 10
6004 Lucerne
Phone: +41 41 429 09 90
www.ammann-ag.ch



Carma / Barry Callebaut Schweiz AG
Hardturmstrasse 181
8005 Zurich
www.carma.ch
www.barry-callebaut.com



DIWISA Distillerie Willisau SA
Menznauerstrasse 23
6130 Willisau
Phone: +41 41 972 72 72
www.diwisa.ch



Bakels Nutribake AG
Buzibachstrasse 19
6023 Rothenburg
Phone: +41 41 914 02 80
www.bakels.ch



Cetravac AG
Kesselbachstrasse 40
9450 Altstätten
Phone: +41 71 520 75 50
www.cetravac.ch



Groupe Minoteries SA
Route des Moulins 31
Case postale 68
1523 Granges-près-Marnand
Phone: +41 26 668 51 11
www.gmsa.ch



Heinzer Metzgerei GmbH
Hauptstrasse 23
6436 Muotathal
Phone: +41 41 830 12 30
www.heinzermetzgerei.ch



Ospelt food AG
Tiefrietstrasse 7
7320 Sargans



Schaerer AG
Allmendweg 8
4528 Zuchwil
Phone: +41 32 681 62 00
www.schaerer.com



HS-Soft AG
Erlistrasse 6
6403 Küssnacht
Phone: +41 41 799 69 90
www.hssoft.com



Pacovis AG
Grabenmattenstrasse 19
5608 Stetten, Aargau
Phone: +41 56 485 93 93
www.pacovis.ch



WinBack GmbH
Brühlstrasse 22
73635 Rudersberg
kontakt@winback.de



MIWE Bäckereitechnik AG
Bächigenstrasse 18
9212 Arnegg
Phone: +41 71 388 30 88
www.miwe.ch



RAST KAFFEE
GOURMET RÖSTEREI

Rast Kaffee AG
Zugerstrasse 9
6030 Ebikon
Phone: +41 41 210 58 66
www.rast.ch



Worldline Schweiz AG
Hardturmstrasse 201
8005 Zurich
Phone: +41 58 205 91 11
www.worldline.com/merchant-services

Silver partners



www.abaecherli.ch



www.cfag.ch



www.aramaz-digital.de



www.coca-colahellenic.ch



www.ast-beschriftet.ch



www.e3-hlk.ch



www.bakon.de



www.felchlin.com



www.betimax.ch



coffee.franke.com



www.bs-luzern.ch



www.fuji-packaging.ch



www.galbani.ch



www.glasreinhard.ch



www.holderhof.ch



www.laibense.ch



www.lindt.ch



www.mundoag.ch

PensExpert

www.pens-expert.ch



www.point-solutions.ch



www.widmer-elektro.ch



www.schriberag.ch



www.steurer-ladenbau.ch



www.vegetarian.ch



www.winterhalter.ch

Bronze partners

alipro AG

Oberdorfstrasse 4
8335 Hittnau
www.alipro.ch

CAG CARTONNAGEN AG

Stansstadterstrasse 104
Postfach 241
6370 Stans
Phone: +41 41 619 21 21
www.cagstans.ch

FROMM AG

Härdlistrasse 4
8957 Spreitenbach
www.fromm-pack.ch
info@fromm-pack.ch

KAISER+KRAFT AG

Erlenweg 8
6312 Steinhausen
Phone: +41 41 747 10 10
www.kaiserkraft.ch

Amstutz Manufaktur

Böletschi 3
6023 Rothenburg
www.amstutz-manufaktur.ch

Carlo Volponi SA

Via della Posta
6934 Bioggio
Phone: +41 91 605 54 61
www.etichettevolponi.ch

G. Bianchi AG

Allmendweg 6
5621 Zufikon
Phone: +41 56 649 27 27
www.bianchi.ch

KOCH AG

Etiketten und Veredelungen
Flurhofstrasse 154
9006 St. Gallen
Phone: +41 71 282 21 21
www.koch-etiketten.ch

Andreas Kopp AG

Brühlmattweg 1
4107 Ettingen
Phone: +41 61 725 25 55
www.andreaskopp.ch

CKW Gebäudetechnik

Täschmattstrasse 4
6015 Lucerne
www.ckw.ch

Geissmann Papier AG

Güterstrasse 5
5605 Dottikon
Phone: +41 56 616 77 77
www.geissmannpapier.ch

Labelpack AG

Neue Industriestrasse 69
9602 Bazenheid
www.labelpack.ch

backaldrin Suisse AG

Neumühlestrasse 40
8406 Winterthur
www.backaldrin.ch

Elke Plastic GmbH

Moskau 314b
8262 Ramsen
Phone: +41 52 742 90 80
info@elke-plastic.ch
www.elke-plastic.ch

**GIV Gerling Industrie-Vertre-
tungen GmbH**

Eichbühlstrasse 15
8618 Oetwil am See
Phone: +41 43 843 30 40
www.g-i-v.ch

La Peppina AG

Murtenstrasse 38
3177 Laupen
Phone: +41 41 661 28 00
www.lapeppina.ch

Bezzola AG Luzern

Gipser- und Stukkaturgeschäft
Waldstätterstrasse 9
6003 Lucerne
Phone: +41 41 210 14 93
www.bezzolaag.ch

Emmi Schweiz AG

Landenbergstrasse 1
6002 Lucerne
Phone: +41 58 227 27 27
www.emmi.com

Hammer Auto Center AG

Rüeggisingerstrasse 61
6021 Emmenbrücke
Phone: +41 41 288 88 88
www.hammerautocenter.ch

L'art du thé GmbH

Weierstrasse 11
6275 Ballwil
www.art-du-the.ch

Bioexam AG

Maihofstrasse 95a
6006 Lucerne
Phone: +41 41 429 31 33
www.bioexam.ch

Feldgas GmbH

Oberzeug 1
6163 Ebnet
Phone: +41 79 349 27 91
www.feldgas.ch

Hotel Beau Rivage Weggis

Gothardstrasse 6
6353 Weggis
www.beaurivage-weggis.ch

Luzerner Kantonalbank AG

Pilatusstrasse 12
6002 Lucerne
Phone: +41 844 822 811
www.lukb.ch

Bombasei Decor GmbH

Schlüchtalstrasse 20
79761 Waldshut-Tiengen
www.bombasei-decor.de

Fischer Eier GmbH

Metlenmatte 7
6102 Malters
Phone: +41 41 497 23 30
www.fischereier.ch

insign gmbh

Schaffhauserstrasse 104
8152 Glattbrugg
Phone: +41 44 809 70 00
www.insign.ch

Marc Jöhl

Dipl. Architect HTLH
Tribtschenstrasse 7
6005 Lucerne

BOURQUIN SA

Solid and corrugated
cardboard packaging
Nordringstrasse 23
4702 Oensingen
www.bourquinsa.ch

FREY Gemüse AG

Hinternack 100
5054 Kirchleerau
www.frey.ch

Inter Clean AG

Horwerstrasse 26
6010 Kriens
Phone: +41 41 410 97 92
info@interclean.ch
www.interclean.ch

Margo –

Baker & Baker Schweiz AG
Lindenstrasse 16
6340 Baar
www.margo.ch

Metapur AG

Industriestrasse 2
6060 Sarnen, Obwalden
Phone: +41 41 766 07 01
www.metapur.ch

Molki Stans AG

Schmiedgasse 9
6370 Stans
Phone: +41 41 610 15 77
kontakt@molki-stans.ch
www.molki-stans.ch

Ottiger Spezialitäten AG

Abtwilstrasse 14
6275 Ballwil
Phone: +41 41 448 33 64
www.hausgemacht.ch

**Packwerk AG:
Labels/Design/Packaging**

Weisbrod-Areal 4
8915 Hausen am Albis
Phone: +41 41 761 80 04
www.packwerk.ch

Patiswiss AG

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