

MEETING POINT

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 **SCHRÖTER**
LEADING QUALITY

Anuga FoodTec 2018: Increased Resource Efficiency

SCHRÖTER EXHIBITING NUMEROUS
INNOVATIVE PRODUCTS

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OLD TRADITIONS REINTERPRETED

Kupfers Metzgermarkt Sets Culinary Standards



Kupfers Metzgermarkt, located at the western end of the city, entices shoppers with its futuristic look.



The meat market showcases one of its specialties, dry-aged beef, in an attractive display.

Artisanal workshops are extremely trendy, as hand-made products go hand in hand with top quality. The trendsetters often push the envelope by reviving old traditions. This is exactly what Jakob and Julia Kupfer aspired to achieve upon opening their meat market. In the city of Heilsbronn in Germany's Franconia region, they have made their vision of a modern shopping paradise a reality while simultaneously putting the spotlight back on the butcher's trade. In this context, they rely on state-of-the-art systems technology from Schröter.

Tradition, quality, and innovation – these are the values that the Hans Kupfer und Sohn GmbH & Co. KG company stands for. The family-run business has upheld the tradition of master butchers since 1906. Today, the sausage specialist with almost 1,000 employees produces approximately 32,000 tons of meat and

sausage products annually at its three locations in Heilsbronn, Nuremberg, and Günthersleben. As one of Europe's most modern enterprises, Kupfer repeatedly impresses its customers with innovative products. And innovative is the perfect word to describe the company's latest project: Kupfers Metzgermarkt, which opened its doors in October 2017. Three years of planning and an investment in the single-digit million euros is what it took to create the sausage kitchen and multi-faceted shopping and dining experience over a total floor space of 1,625 square meters.

Everything under One Roof

Of this total, 650 square meters is dedicated to a twelve-meter-long service counter, a cozy country bistro with

space for 80 guests, and the traditional factory outlet shop. Private consumers and business customers from the hospitality industry will find a wide selection of fresh and grilled meats in a walk-in meat cooler, while packaged Kupfer sausage products, special items, and sale items can be found in a dedicated walk-in sausage cooler. "The heart of the meat market is our own sausage kitchen, which is located directly behind the sales floor," explains Jakob Kupfer, who runs the company together with his wife Julia. The 27-year-old master butcher belongs to the fourth generation of the family business. With 25 employees, including twelve salespeople, ten butchers, and two cooks, they produce fresh meat and sausage products every day according to age-old traditions – from hearty Franconian specialties to international delicacies, and always with the aspiration to offer products of unparalleled quality.

Artisanal Craftsmanship Meets High-Tech

In the meat market's production area, Kupfer relies on state-of-the-art technology, including cold-smoking and hot-smoking systems from Schröter. The equipment manufacturer from East Westphalia supplied two THERMICjet HRKRBA JETsmokers as well as an ARCTICjet DA – both with one wagon each. "We first started working with Kupfer back in 1995, when they opened their new facility in Heilsbronn," says Klaus Schröter, thinking back to the beginnings of the long-term business relationship. "Our project discussions were always very fruitful and helped us ensure that the systems we supplied were perfectly tailored to their needs. For example, a wheeled undercarriage that fits into the wagons used in the SEMIjets we delivered in 2005 makes it possible to transport heavy blocks of pressed ham. Furthermore, we built new BAKEjet rotating baking systems for the company's production facility in Heilsbronn that are compatible with its existing racks that are 1,500 millimeters long." This is how an extremely close and trusting business relationship developed over time, which can also be seen in the fact that Schröter is brought into the process early on whenever the company begins planning a new project. Such was the case with the meat market, which also required custom planning – the result being that Kupfer uses a JETsmoker here for full-fledged hot-smoking, cold-smoking, baking, and cooking processes.

A Focus on Deliciousness

The meat market near the Klosterwald forest quickly became a shining star of the butcher's trade shortly after opening. "We want to marry the attributes 'artisan' and 'regional' and offer a wide range of products for discerning customers," says Jakob Kupfer, describing his goal, and adds: "In doing so, being cer-

tain of the origin of the meat is extremely important to us.” This is why the company only produces its sausage specialties using regional ingredients, for example. The raw meat offered at the service counter is supplied by the “Bäuerliche Erzeugergemeinschaft Schwäbisch Hall” (Schwäbisch Hall farm producers association).

One of the meat market’s specialties is its range of dry-aged beef products. This beef is dried on the bone for over six weeks. Interested customers can watch the meat age on the dry-aged beef rack. “We want to help consumers take an important step toward choosing excellent food,” highlights Mr. Kupfer. “And we want to help rid them of their fear of high-quality meat, like dry-aged beef, for example.” The meat sommelier has

succeeded in doing so both at a front cooking station and during cooking and grilling seminars. “The foundation of every relationship is trust,” emphasizes Mr. Kupfer. This applies to both his relationships with customers as well as business partners – whether meat suppliers or the production equipment manufac-

turers. “And we have been able to rely on Schröter for more than two decades.” As a result, after now completing the meat market, the two companies are already planning the next projects together in Nuremberg and Heilsbronn.



A total of twelve friendly and professional salespeople advise and serve the meat market’s customers.

FACTS AND FIGURES



**KUPFERS
METZGERMARKT**

Successful with Passion and Enjoyment

Kupfer’s motto is “solid growth demands strong roots.” Today the family-run business is one of Germany’s most modern sausage and meat producers.

- > **HEADQUARTERS:** Heilsbronn (Franconia)
- > **PRODUCTION FACILITIES:** Nuremberg (Franconia) and Günthersleben (Thuringia)
- > **EMPLOYEES:** 960
- > **PRODUCT RANGE:** High-quality meat and sausage specialties for the German and international market
- > **HEILSBRONN:** Boiled sausage (Leberkäse and small sausages), poultry products, ham and salami
- > **NUREMBERG:** Franconian coiled sausage and original Nuremberg sausage, produced according to a recipe passed down from the 15th century
- > **GÜNTHERSLEBEN:** Original Thuringian sausage, original Thuringian blood sausage and liverwurst, original Thuringian Leberkäse, and other boiled sausages
- > **ANNUAL PRODUCTION:** 32,000 tons

Delivery from Schröter

HEILSBRONN PRODUCTION FACILITY

- 1995**
 - > 6 x THERMICjet HR 2 – 4 WG
 - > 6 x ARCTICjet IK 2 – 4 WG
- 1999**
 - > 3 x THERMICjet HR 5 – 10 WG
 - > 5 x THERMICjet KK 4 WG
 - > 7 x ARCTICjet 4 WG
- 2001**
 - > 1 x THERMICjet HR 3 WG
 - > 2 x THERMICjet KK 3 WG
 - > 3 x ARCTICjet IK 3 WG
 - > 1 x BAKEjet BA 1 WG
- 2005**
 - > 4 x SEMIjet HRIK 5/5 WG
 - > 2 x SEMIjet HRIK 7/7 WG
 - > 1 x ARCTICjet IK 10 WG
- 2007 – 2016** (for the newly constructed facility after a fire in 2006)
 - > 3 x SEMIjet BAIK 6/6 WG
 - > 4 x SEMIjet KKIK 6/6 WG
 - > 7 x SEMIjet HRIK 6/6 WG
 - > 16 x CLIMAJet KR 10 – 36 WG
 - > 4 x CLIMAJet NR 170 – 370 sq. m
 - > 3 x BAKEjet BA 1 WG

GÜNTHERSLEBEN PRODUCTION FACILITY

- 1995**
 - > 1 x THERMICjet HR 2 WG
- 1999**
 - > 1 x THERMICjet HR 2 WG
 - > 2 x CLIMAJet 2 – 4 WG
- 2001**
 - > 1 x CLIMAJet KR 4 WG
- 2002**
 - > 3 x THERMICjet HR 2 – 4 WG
 - > 2 x CLIMAJet KR 4 WG
- 2006**
 - > 2 x THERMICjet HR 3 – 4 WG

NUREMBERG PRODUCTION FACILITY

- 2002**
 - > 4 x CLIMAJet KR 4 WG
 - > 2 x CLIMAJet NR 42 – 54 sq. m

KUPFERS METZGERMARKT

- 2017**
 - > 2 x THERMICjet jetsmoker HRKRBA 1 WG
 - > 1 x ARCTICjet DA 1 WG

PREVIEW: ANUGA FOODTEC 2018

Schröter Awaits Trade Visitors from Around the World



Schröter will exhibit numerous innovative products to trade visitors over nearly 120 square meters of booth space at the Anuga FoodTec 2018. The booth's modern design – which puts the focus squarely on Schröter's proven systems technology – also leaves plenty of space for in-depth discussions and networking.

The Anuga FoodTec trade show is being held in Cologne from March 20–23, 2018. This year marks the sixth time that Schröter will be exhibiting at the international supplier fair for the food and beverage industry, which is held every three years.

Over a space that spans nearly 120 square meters (Hall 6.1, Row E, Booth 030), the company from East Westphalia will present its products to customers and interested visitors. The booth's strategy is to put the focus squarely on Schröter's proven systems technology, but also leaves plenty of space for interesting talks and networking. "We'll be showing the in-line version of our THERMICjet HR-3 hot-smoking system with three wagons," reveals Dietrich Schröter, adding: "This system will give visitors the opportunity to learn more about our latest control and process visualization technology." The new generation of the tried-and-tested SMOKjet RH09 wood chip smoke generator with automatic cleaning and chip rinsing will round out the range of products the company is exhibiting. In addition, Schröter is also presenting a magazine solution for the SMOKjet RF friction smoke generator, which has space for up to ten logs. "With this innovative product, we have satisfied many customers' desire for a maintenance-free solution they can use on the weekend," says Mr. Schröter, pleased.

A Focus on Resource Efficiency

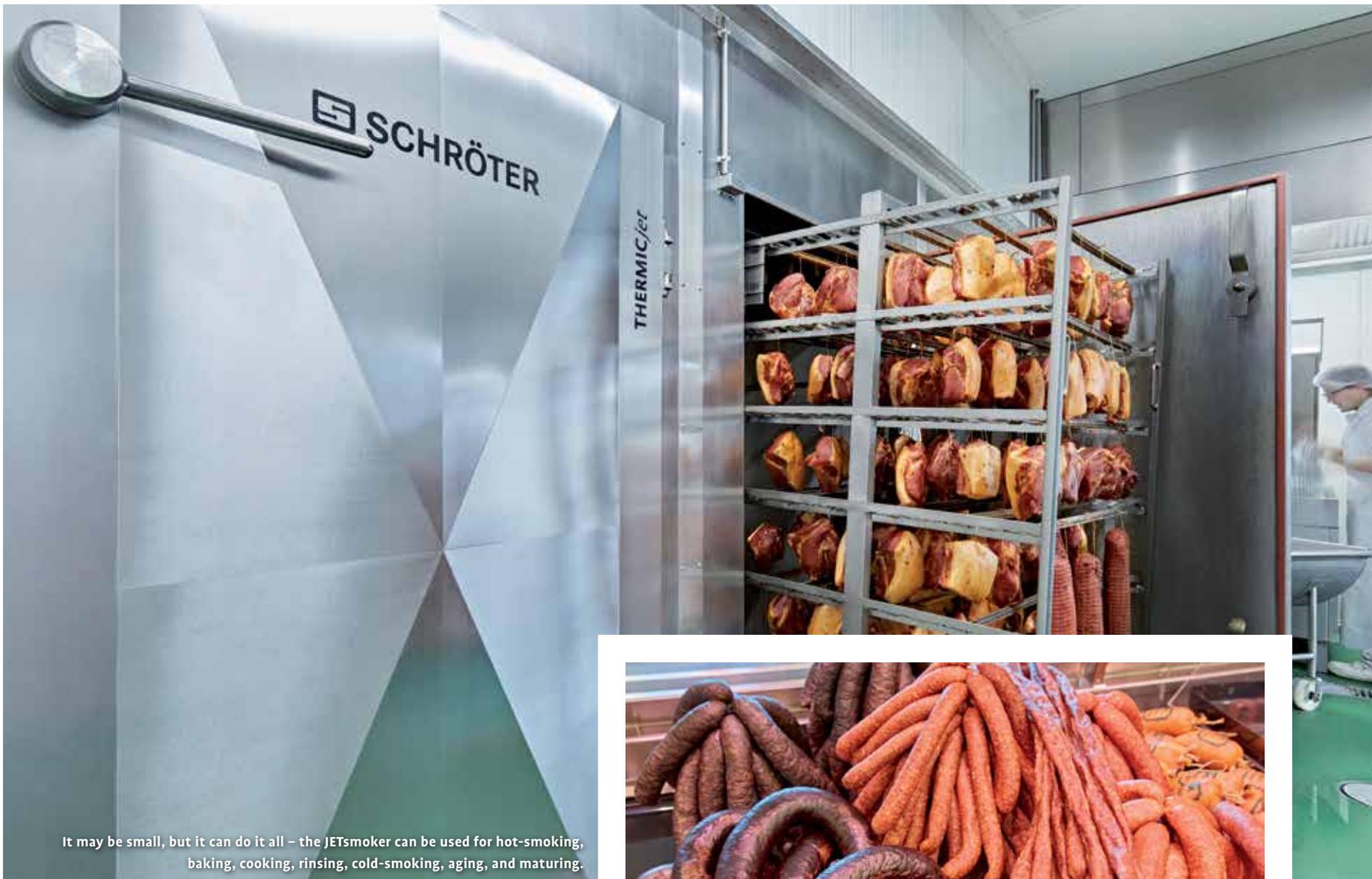
Resource efficiency will be the primary topic at the Anuga FoodTec 2018 trade show. The focus here is on increasing competitiveness with the goal of consuming less energy and water as well as reducing the loss of food by optimizing the production process. Schröter has long been committed to achieving these goals. As such, the systems engineering expert will present a THERMICjet-HR 3 system in Cologne with completely insulated mechanical components. "We always use frequency-controlled motors which allow producers to select the ideal air speed for each product. But here we've used an efficiency class IE3 motor," describes Mr. Schröter, and emphasizes: "In addition, the latest generation of SIEMENS control units together with the Energy Management component offers the greatest possible flexibility. This is how to implement energy-optimized processes."

The Anuga FoodTec trade show has been growing for many years – between 2009 and 2015, the number of visitors to the exhibition increased by 35 percent to over 45,000. During the same period of time, the number of exhibitors rose to about 1,500 – an increase

of 25 percent. The trade show's strong international character – with 54 percent of trade visitors and 56 percent of exhibitors coming from outside of Germany – is a testament to the Anuga FoodTec's reputation as a platform for business and innovation for every sectors of the global food industry. Visitors to the Anuga FoodTec 2015 came from 139 different countries. "As such, we're looking forward to quality leads and fruitful talks in 2018," says Dietrich Schröter.

Trade show visitors can learn about the latest control and visualization technology on an in-line model of a THERMICjet HR-3 hot-smoking system with three wagons. The experts from Schröter look forward to answering any and all questions.





It may be small, but it can do it all – the JETsmoker can be used for hot-smoking, baking, cooking, rinsing, cold-smoking, aging, and maturing.



ONE FOR ALL

The JETsmoker Smoking System – a True All-Rounder

Each of Schröter’s systems specializes in a particular meat-processing task. But when it comes to one-wagon systems, there’s also an all-rounder in their ranks – the JETsmoker. This small smoking system not only smokes, but can also cook and rinse and even bake, cold-smoke, and age/mature.

These characteristics are the result of the JETsmoker’s special design. While conventional one-wagon systems operate with a fan and fixed air circulation without ventilation, the JETsmoker is equipped similar to a large Schröter hot-smoking system, with two separate

recirculation fans and frequency-controlled motors, and a complete section for mechanical parts. This makes it possible to equip the JETsmoker with all the components an all-rounder needs.

Easily Transfer Recipes

Since the little JETsmoker acts like its larger cousins, production programs can usually be transferred directly from the JETsmoker to a larger system. “One of our

U.S. customers operates a smoking system about 50 times larger than the JETsmoker, and transfers recipes for bacon – completely unchanged – from the JETsmoker they use in their lab to the full-sized production system.” says Joachim Glaser, president of Schröter’s American representative AmTrade, describing the benefits. Starting next spring, three JETsmokers will be in use at Jack Link’s. The well-known producer of beef jerky and snack sticks is opening a combined development center, testing facility, and showroom in downtown Minneapolis, MN, to show its customers live at this “Innovation Center” how its popular snack products are produced.



Fully Customizable

Since the production area with raw goods needs to be kept separate from the side with finished goods at the “Innovation Center,” these JETsmokers were built as in-line versions with two doors. The mechanical components were moved from the back of the system to the top. As a result, three JETsmokers will soon begin their job in the service of innovative snack ideas.

BUILDING FOR THE FUTURE

Expansions to Production and Logistics



Construction progressing as planned – Schröter is adding space for production and logistics

In 2017, Schröter acquired a 12,500-square-meter property in the local “Hof Schütte” industrial park, which gives the company options for future expansion. At the present time, Schröter is enlarging existing buildings on its current property. “We’re expanding the size of our production hall by a good 1,000 square meters, which will improve picking processes, since we’ve already had to move parts of production into the dispatch area,” says Klaus Schröter, explaining why it was necessary to construct new buildings, which will be completed by the end of 2017.

A Lot More Space

Depending on the size of the shipment, between four and seven employees work in shipping, picking, and material planning. They are looking forward to having a lot more storage and picking space, particularly when working on medium and large-sized orders that need to be prepared and packed for shipment overseas. The employees must always pay careful attention to the way they group system components together for packaging. This is because there are important differences depending on whether the package is being shipped by air, inside a container by sea, or for transport within Europe on a truck. In addition to the newly acquired property and the new production hall, Schröter has also invested in new software for the company – the ERP system ProAlpha. As a result, Schröter’s investments this year totaled more than one million euros.

ROLLED PORK ROAST OF SUCKLING PIG

Ingredients

1 kg ready-to-cook suckling pig belly without bones, 2 tbsp. spicy mustard, 2 tbsp. freshly chopped parsley, 1 tbsp. marjoram, salt, ground pepper, 250 ml meat broth

Instructions

Preheat the oven to 160°C / 320 °F (convection setting). Wash the meat, pat dry, and place on a cutting board with the rind face down. Coat with mustard. Sprinkle the parsley and marjoram over and season with salt and pepper. Roll it up lengthwise and tie with cooking twine. Pour the broth into the roasting pan. Place the rolled pork roast with the seam side down and cook covered in the oven on the lowest rack position for one and a half to two hours until soft. Afterward, turn on the broiler. Remove the roasting pan. Slide a wire rack into the oven in the middle position (and place a pan below to catch the dripping fat). Remove the rolled roast from the roasting pan, cover in salt, and broil in the oven for about another 30 minutes until crispy. During this time, rotate the roast occasionally so that it gets equally crispy all over. Remove the cooking twine and serve sliced.

Source: <https://eatsmarter.de/rezepte/rollbraten-vom-spanferkel-0>



IMPRESSUM

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