



# FOCUS SUSTAINABILITY

THE KUCHENMEISTER  
SUSTAINABILITY REPORT  
2025



## Dear readers,

I am delighted to present our latest sustainability report. Facing the pressing challenges of climate change and the scarcity of resources, we as a company have a responsibility to act sustainably. This report documents our progress in environmentally friendly and socially responsible corporate governance.

In recent years, we have implemented numerous initiatives to optimise our production processes and reduce our ecological footprint. Our new recycling concept promotes the efficient use of resources. Technological innovations, such as the installation of a photovoltaic system and the renewal of our gas burner ovens, help us to utilise renewable energy and reduce our energy consumption.

The safety of our employees is our top priority. We create a safe working environment through regular training and close collaboration with external partners. We also consider sustainability in our purchasing, for example through recyclable foils and reduced packaging.

Our employees are the heart of our company. With a new employee app, we are strengthening internal communication and promoting a sense of community. We are also adding vegan products to our range and reduce food waste.

I invite you to be inspired by this report and to join us on the path to a sustainable future. Let us continue to innovate and take responsibility - for our employees, customers and our communities.

**Hans-Günter Trockels,**  
**CEO KuchenMeister GmbH**



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# PRODUCTION

At a time when the focus is more than ever on conserving resources, we at KuchenMeister have made significant progress in our production.

Our new recycling concept represents a milestone in waste management and shows how we consistently pursue our environmental goals through innovative approaches and close collaboration with local partners.

We have also implemented innovative camera systems, which ensure precise product control and simultaneously increase the efficiency of our production processes. These measures are crucial to our commitment to ensure the highest quality standards and consistently pursue our environmental goals.



# PRODUCTION

## New recycling concept

### Milestone in our waste management!

Our waste disposal concept in Thüle has been successfully reorganised! In cooperation with a local waste disposal company, we have optimised our waste separation – a decisive step for our sustainability goals and the efficiency of our company.



## What have we achieved?



### Massive reduction in waste

We were able to shift significant quantities of 371 tonnes of mixed commercial waste to:

- 180 tonnes of HDPE foils
- 10 tonnes of LDPE foils (wrapping foils, shrink bonnets)
- 5 tonnes of LDPE granulate bags
- 5 tonnes of PP foils and PP web pallets
- 2 tonnes of PP/PET strapping
- 169 tonnes of mixed packaging



### New material flows

Optimisation of existing and generating of new, sustainable by-product and recyclable material flows.



### By-product sluice

We use innovative tilting devices to transfer by-products quickly and hygienically to external containers.



### Increased separation rate

Separation rate was increased by an impressive 31 % – we are now focussing on material recycling instead of thermal recycling!



### Efficient container system

Our standardised, closed container system increases hygiene and efficiency in the production.



### Mechanical shutter

Ensures fast tipping times and reduces hygiene risks.

# PRODUCTION

## Use of cameras in product optimisation

### Product and form inspection

At KuchenMeister, we rely on innovative camera systems to ensure the quality of our products and increase our efficiency at the same time. Our systems are active in various areas and contribute to ensuring the highest standards in production.



Milk rolls

#### Camera with AI tool

This state-of-the-art tool analyses images of milk rolls and decides whether they meet the quality standards (OK or NG).

#### Image capture

Up to 100 images are used to teach AI.

#### Processing time

Processing takes place within impressive 40 milliseconds - fast and precise!



Cheesecake snacks

#### Classic tools

Proven technologies are used to ensure the quality of the cheesecake snacks.

#### Position correction & colour tools

These functions guarantee precise positioning and evaluate the colour accuracy of products.

#### Camera sensor

This sensor checks forms or products before they are turned out to ensure that only perfectly shaped products are processed further.



Form control

#### Camera sensor

Camera-based product inspection at oven outlet 5 in Soest.

#### Processing time

Processing takes around 70 milliseconds.

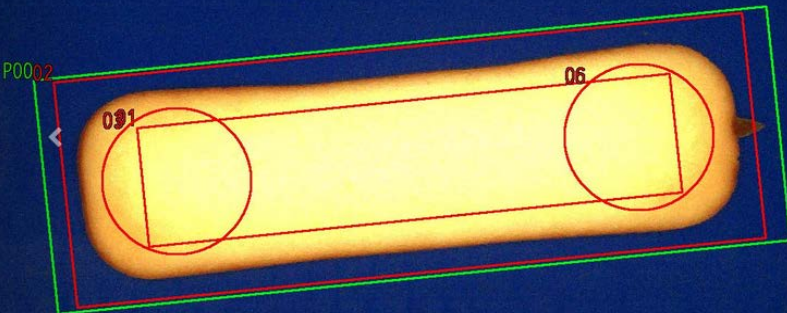
#### Quality assurance

The sensor ensures that the products are not underbaked or that too much dough has been baked in one form. Thus, the high quality standards of KuchenMeister are met.

## Our goal

### Highest product quality through innovative technology!

By using state-of-the-art camera systems, we not only optimise our production processes but also contribute to sustainability. Through precise controls, we reduce rejects and waste of resources – for a better future!





# WORK SAFETY

At KuchenMeister, the safety of our employees has highest priority. Through comprehensive fire safety training, the strengthening of our team of safety officers and the introduction of the role of external company coordinators, we create a safe working environment, in which potential dangers are recognised and minimised at an early stage. Our aim is to promote strong safety awareness and to take responsibility for each other to ensure smooth and safe operations!



# WORK SAFETY

## Fire safety training

### Safety first!

At KuchenMeister, we prioritise safety! We have trained dedicated helpers in every department through comprehensive fire safety training.



## What does that mean for us?



### Duty to ensure safety

5% of our workforce, i.e. 40 out of 800 employees, must be trained as fire safety assistants. With currently 76 trained helpers, we are well prepared!



### Maximum safety

Through targeted training, we raise awareness of fire safety and create a safe working environment.

### Our goal

Prioritise safety and proactively minimise fire hazards!



# WORK SAFETY

## Strengthening of the team “Security”

### Safety officers: Our safety experts

We have increased the number of our safety officers and organised comprehensive training courses.



## What does that mean for us?



### Strengthening the safety team

More safety officers are significantly raising our safety standards.



### Comprehensive training

Topics such as fire safety and hazardous substances are the focus - we protect our employees in the best possible way!

**VISION ZERO.**  
FEHLER SIND NICHT VERMEIDBAR. SCHWERE UNFÄLLE SCHON.

**Our goal**

Raise safety awareness and turn employees into experts - for maximum safety!

# WORK SAFETY

## External company coordinators

### Safety for everyone

In 2024, we created the position of “external company coordinator”. This role increases safety in the company, as they keep a close eye on the safety of external companies in the production site.

## What does that mean for us?



### Central coordination

All activities of external companies are clearly monitored, in order to identify and prevent risks at an early stage.



### Accident prevention

With this new position, we are setting standards for safety and cooperation - no room for risks!

## Our goal

Strengthen safety through clear coordination and communication - for smooth, safe production site!





# TECHNOLOGY

KuchenMeister is actively committed to the energy transition and sets clear accents for a sustainable future with various measures. In 2024, we commissioned a photovoltaic system in Duingen, which will save 55 tonnes of CO<sub>2</sub> annually, whilst replacing outdated natural gas burners with highly efficient models to reduce our energy consumption at Soest in 2023. We also installed modern energy recording software to further increase our energy efficiency and to identify potential savings. With these initiatives, we are taking responsibility for climate protection and position ourselves as a pioneer of the digital energy transition.



# TECHNOLOGY

## Photovoltaic system in Duingen

### Energy transition in action

In January 2024, our new photovoltaic system with almost 100 kWp went into operation at the Duingen production site – a significant step towards a sustainable energy supply!



## What does that mean for us?



### CO<sub>2</sub>-savings

55 tonnes less CO<sub>2</sub> per year – a real benefit for our planet!



### Energy self-sufficiency

Reduction in external electricity procurement, less dependence on fossil fuels



### Sustainability contribution

Our PV system covers around 3.5% of our electricity requirements and feeds green electricity into the grid – so we are actively contributing to decarbonisation!



### Economic advantages

The PV system is not only good for the environment, but also for our budget. The investment amortizes in just 8 years and protects us from price fluctuations.

## Our goal

By commissioning the rooftop PV system in Duingen, we are sending a strong signal in favour of sustainability. An annual reduction of 55 tonnes of CO<sub>2</sub> and 95,000 kWh of green energy – this is our contribution to a climate-friendly future. At the same time, we benefit economically through lower energy costs and less dependence on fossil fuels. KuchenMeister – on the way to a green energy future!

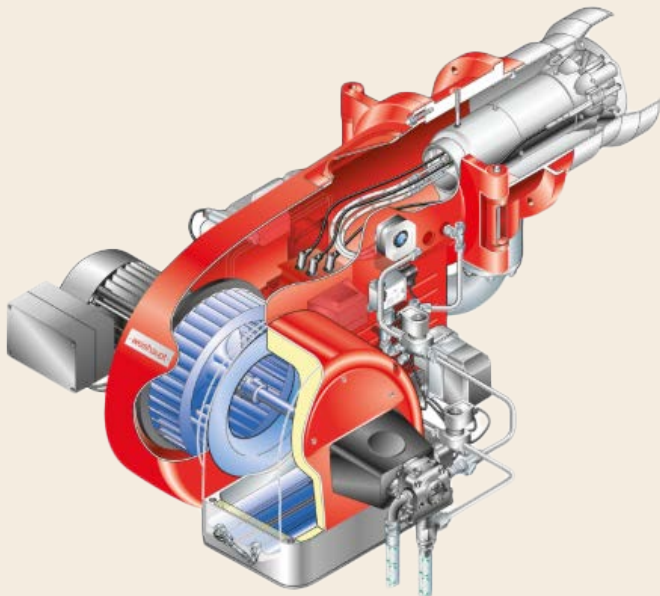


# TECHNOLOGY

## Replacement of gas burner furnaces in Soest

### Energy efficiency at a new level

In 2023, KuchenMeister replaced two outdated natural gas burners in the ovens on lines 1 and 3 with highly efficient models. This measure significantly reduces our energy consumption and emissions - a decisive step in our sustainability strategy!



## What does that mean for us?



### Energy savings

We save around 50,000 m<sup>3</sup> of natural gas every year - that is several thousand euros less in energy costs!



### CO<sub>2</sub>-reduction

This renovation will reduce our CO<sub>2</sub> emissions by around 94 tonnes per year - a clear contribution to climate protection!



### Better air quality

Thanks to low NO<sub>x</sub> technology, we reduce nitrogen oxide emissions by around 25% thereby improving the air quality in the surrounding area.



### Integration into our energy management system

The new gas burners are integrated into our energy management system in accordance with ISO 50001. This enables real-time monitoring of energy consumption and ensures optimum efficiency - energy wastage is a thing of the past!

## Our goal

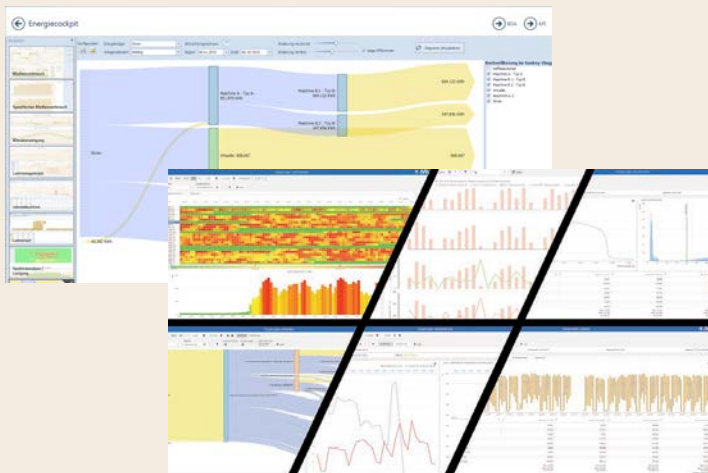
By replacing the natural gas burners, we are placing a clear focus on energy efficiency and climate protection. The saving of 50,000 m<sup>3</sup> of natural gas and 94 tonnes of CO<sub>2</sub> per year shows that we are taking responsibility and optimising our production processes at the same time. KuchenMeister remains on course - for a sustainable and successful future!

# TECHNOLOGY

## New energy recording software and measuring points

### Digital energy efficiency at a new level

In 2024, we installed state-of-the-art energy recording software and precise measuring points at the Soest Hammer Landstraße production site. The aim is to drastically increase our energy efficiency and significantly reduce CO<sub>2</sub> emissions.



## What does that mean for us?



### Energy savings

Real-time data analysis leads to targeted optimisations and sustainably reduces our energy consumption.



### Data-based decisions

Precise information enables well-founded strategic decisions for a sustainable energy future.



### Automated Reporting

Reports on peak loads and CO<sub>2</sub>-footprint are generated automatically.



### Alarm functions

Immediate notifications in the event of energy consumption anomalies.



### Identification of potential savings

Inefficient machines and unnecessary standby consumptions are identified immediately and appropriate energy optimisation measures can be taken.



### Expansion through AI

The plan is to implement AI and machine learning in order to make predictions about energy requirements and optimise preventive maintenance measures.

## Our goal

The introduction of energy recording software and measuring points is a decisive step towards more sustainable and efficient company management. With precise monitoring and analyses, we are achieving considerable ecological and economic savings. KuchenMeister is positioning itself as a pioneer of the digital energy revolution and as an active player in the fight against climate change!



# PURCHASING

As part of our sustainability strategy, we have optimised the packaging of our cake bars by switching to recyclable monofilm saving us approximately 32 tonnes of non-recyclable foil per year. We have also simplified our packaging processes by developing a standardised element combining two packaging parts, which results in lower costs and reduced labour costs. With these measures, we are promoting efficiency and environmental protection for a sustainable future.



# PURCHASING

## Recyclable foils for cake bars

### Switching to monofilm for cake bars

The switch to a recyclable monofoil for our cake bars is a further step towards sustainability! With this measure, we are converting around 32 tonnes of non-recyclable composite foil into recyclable monofoil every year.



## What does that mean for us?



### Environmental protection

By using monofoil, we make a valuable contribution to reducing plastic waste.



### Brand diversity

This change affects all brands, for example YES and our KuchenMeister brand.



### Consistent quality

The print images of our products remain unchanged. This way, our customers continue to experience the accustomed quality.

## Our goal

Promoting sustainability in packaging and protecting the environment – for a better future!

# PURCHASING

## 2 becomes 1 packaging

### Reduction of packaging

We have optimised our packaging processes by developing one standardised packaging part for our cake bars from two packaging parts.



## What does that mean for us?



### Less personnel expenses

The production and handling of just one packaging part reduces the amount of labour required.



### Time savings

The entire packaging process becomes more efficient and faster.



### Cost savings

By reducing the cost of corrugated cardboard, we can achieve significant savings.



### Optimisation of logistics

With a more efficient pallet, we are reducing the number of trucks transporting goods to our customers.

## Our goal

Increase efficiency, cut costs and reduce environmental impact – for a sustainable future!



# LOGISTICS

As part of our sustainability strategy, we promote environmentally friendly mobility and efficient logistics. With job bike leasing, we enable our employees to commute to work sustainably and improve their health. The use of our first long truck increases our transport efficiency and significantly reduces CO<sub>2</sub>-emissions.

In this way, we are actively contributing to environmental protection and sustainable mobility.



# LOGISTICS

## Job bike

### Sustainable mobility through job bike leasing

Since 2023, KuchenMeister has offered its employees the opportunity to lease a company bike. This enables our employees to obtain a bicycle or e-bike with a discount of up to 40%. Billing is conveniently done via payroll – the process is uncomplicated and completely digital!



## What does that mean for us?



### Environmental protection

So far, 106 company bikes are already active at KuchenMeister, which leads to a saving of around 100 tonnes of CO<sub>2</sub> per year!



### Health and fitness

Our employees benefit from additional exercise and a healthier lifestyle.

### Our goal

Promoting sustainable mobility, reducing CO<sub>2</sub> emissions and improving the health of our employees!

# LOGISTICS

## Long truck

### Efficient logistics thanks to long truck

Our first long truck has been in use since September 2024. It is used as a shuttle transport between our warehouse in Soest and the production site in Thüle. With this new vehicle, we are expanding our loading volume from 33 to 52 pallet spaces.



## What does that mean for us?



0 0 0 0 3 3 1 2

### Space saving

40% more space means around 40% fewer journeys – a real benefit for the environment!

### Fewer journeys

Our plan is to save one journey per shift: Instead of three journeys per shift, only two – This corresponds to  $3 \times 110.4 \text{ km} = 331.2 \text{ km}$  per day that we save.

66 t CO<sub>2</sub>  
less per year

### CO<sub>2</sub> savings

The long truck generates approx. 0.8 kg of CO<sub>2</sub> per kilometre. Extrapolated for one year, this amounts to 82,800 kilometres and thus a saving of 66,240 kg CO<sub>2</sub>!

## Our goal

Efficient logistics, reduction of CO<sub>2</sub>-emissions and a contribution to environmental protection!



# HUMAN RESOURCES

Our HR strategy focuses on modern communication, health promotion and team building. With the new employee app, we are not only improving the flow of information, but also significantly reducing paper consumption. We also promote the health of our employees through fitness courses, ergonomic workstations and a healthy diet. Our annual company parties strengthen cohesion and create unforgettable experiences for everyone.

This is how we promote a motivated and committed workforce!



# HUMAN RESOURCES

## Employee app

### Sustainable communication through the employee app

KuchenMeister has had its own employee app since 12 June 2024 and is already inspiring over 800 users! The employee app has improved our information flow and offers many advantages.

It not only improves internal communication, but also our ecological footprint!



## What does that mean for us?



### Cost savings

We save over 14,400 euros per year in postage and processing costs for payrolls and other information letters!



### Environmental protection

19,200 pages of paper are saved per year – a real contribution to sustainability!



### Language diversity

The app adapts to the language setting of the user's mobile phone and we provide all news and information in two languages.



### Chat function

This makes chatting with colleagues easy. Everyone can write to each other in private chats or groups.



### News

Everyone is always informed about the latest news at their individual production sites. Be it new products, new colleagues or developments in technology or logistics – everyone is quickly up to date.



### Forms

Sick notes, enquiries and suggestions for improvement can be submitted directly via the app – quickly and easily. The app can also be used to easily submit improvements relating to sustainability.

## Our goal

Better communication, less paper consumption and more efficiency for everyone! With our new employee app, we are actively involving everyone in the journey to the digital future.



# HUMAN RESOURCES

## Employee health

### Focus on employee health!

At KuchenMeister, we focus on holistic health programmes that actively support our employees. We not only want to promote individual health, but also team spirit. Nutrition, flexibility and stress management are also core elements of our health promotion programme. What does this mean for us in detail?



## What does that mean for us?



### Ergonomic workstations

We equip our offices ergonomically. This enables our employees to work healthily and efficiently.



### Flexible working hours

Whether working from home or part-time - we adapt to the needs of our employees so that they can optimally combine family and career.



### Healthy nutrition

Our canteens serve fresh, healthy meals every day - including vegetarian and vegan options and a salad buffet for extra vitamins!



### Company fitness course

In just 20 minutes a week, we offer back exercises with professional instruction - for greater well-being in everyday working life.



### City cycling

Together with the city of Soest, we are collecting kilometres on our bikes in the 'Stadtradeln' campaign leaving the car. Every employee can take part and become part of our cycling team!



### Running events

Our employees take part in various runs in the region to keep fit and strengthen the team spirit. KuchenMeister does not only provide active runners, but also supports the events with delicious product donations.

## Our goal

Creating a healthy working environment that promotes both the well-being of our employees and their performance!



# HUMAN RESOURCES

## Company events

### Celebration and cohesion: Our employee events

We offer our employees a Christmas party every year and a big anniversary celebration in 2024 – an important part of our corporate culture!



## What does that mean for us?

We want to enjoy a great time away from work with everyone so that employees become colleagues and colleagues become friends. Eating, drinking, talking and celebrating together promotes togetherness and creates new motivation.

### 140 years of KuchenMeister – An unforgettable celebration for everyone

In June 2024, we celebrated our 140th anniversary together with our employees and their families. The family celebration offered numerous highlights that delighted both employees and their families:



#### Guided tours of our departments

All employees were able to bring their families along and were given exciting insights into our various departments – from production to logistics and the office.



#### Join-in activities for young and old

There were a variety of activities providing fun and entertainment. This included a bungee trampoline, a cake snack race, a tattoo station and much more!



#### Cool show acts

In addition to a DJ who provided atmospheric music throughout the day, there were also two show highlights. The brass band Knallblech enticed everyone to dance in front of the stage with great songs and the urban street show 'Urbanatix' impressed with mountain bike stunts and cool dance routines.

### Our goal

Promoting team spirit, strengthening the community and creating unforgettable experiences for our employees and their families!

# SALES

In sales, we focus on sustainable value creation and innovation. We use broken baumkuchen pieces to create new products. We developed vegan muffins during the corona crisis, which marked a successful start to a sustainable product range.

With our sales projects we want to reduce waste, develop innovative products and strengthen our market position!



# SALES

## Use of “Baumkuchen pieces”

### Sustainability through added value: Use of “Baumkuchen pieces”

At KuchenMeister, we are constantly on the lookout for ways to make our production more sustainable. One exciting topic is the reuse of “Baumkuchen” pieces, which is generated during production. A small amount can be reused in production, while the majority has so far only been disposed of with little turnover – but this is now changing: We are actively marketing the “Baumkuchen pieces” to our partners!



## What does that mean for us?



### Recycling potential

Our customers can repurpose the “Baumkuchen pieces” in other products.



### Successful partnerships

In the last two years, we have already delivered over 10 tonnes of “Baumkuchen pieces” to industrial customers. The first order for this year has also already been received!



### New business opportunities

Further companies, particularly from the ice cream industry, are showing interest in our “Baumkuchen pieces” for refining ice cream products and developing creative new flavours.

### Our goal

Reducing waste, creating new products and exciting business opportunities for a more sustainable future!



# SALES

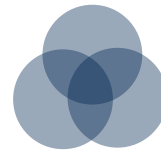
## Vegan products

### Innovations in product development: Vegan products during the corona crisis

Our sales department commissioned the first vegan-declared products in product development during the corona crisis!



## What does that mean for us?



### Market adaptation

Despite low sales in the early stages, there was increased demand from the market, which motivated us to break new ground.



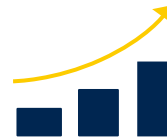
### Product launch

We started with vegan muffins (75g) in the Double Choc and Stracciatella varieties, which are clearly labelled with the word 'vegan' on the packaging. The Double Choc variety has caught on and, like our vegan mini cakes, has been given a new packaging design.



### Successful changeover

The muffins had already been part of our product range for some time in the traditional recipe. With the exception of 2-3 customers, all of our customers have remained loyal to the muffins and we were able to acquire the new customers we had hoped for.



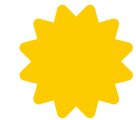
### Steady growth

Our first customers in this area were mainly student unions, which almost exclusively offer vegetarian and vegan products - other customers and interested parties quickly followed.



### Product range expansion

The product range has meanwhile been expanded, including our vegan mini cakes, which are also marketed in food retailers and discount stores.



### Awards

Our vegan mini cakes have already won several prizes and awards, including the DLG Gold Medal, the PETA Vegan Award and the Sweetie from Rundschau für den Lebensmittelhandel.

## Our goal

Strengthening our market position through innovative and, above all, sustainable product developments and adaptation to future trends!

# MARKETING

For us, climate protection and community are important values that belong together. KuchenMeister received the Soest Climate Protection Award for our biodiversity concept, which creates habitats for insects.

We also support local associations by donating products, particularly for children's and sporting events.



# MARKETING

## Climate protection award and NABU project

### Award for our biodiversity concept

In August 2023, KuchenMeister was honoured with the Soest Climate Protection Award for our outstanding biodiversity concept. This award motivates us to further expand our commitment. We have therefore decided to invest the prize money directly in the further development of our biodiversity concept.

In collaboration with the nature conservation organisation Germany (NABU), we completely redesigned an area in order to develop it as close to nature as possible. With this redesign, we are creating a diverse habitat for insects and small animals and actively contributing to the preservation of biodiversity. At the same time, we are creating a new place of relaxation and information for our employees. The area invites people to linger and experience nature and promotes awareness of ecological relationships.



#### Native flowers and plants

A regional Soest flower seed mixture was used for the flowering meadow, which was custom developed for native wild bees. In addition, native fruit and deciduous trees provide natural shade.



#### Insect hotels

Self-built insect hotels offer shelter and nesting opportunities..



#### Burrows and piles of stones

These structures create refuges for various insects and small animals.



#### Natural infrastructure

When selecting the place, we paid particular attention to the existing natural infrastructure. The neighbouring fire pond serves as a source of water, while already planted trees provide natural shade.



#### Information boards

These provide information about the various plants and animals that live here.



#### Seating

Cosy places invite you to take a short walk during your lunch break and enjoy nature.

### Our goal

Promoting biodiversity, creating habitats and improving the well-being of our employees!





# MARKETING

## Donations

### Commitment to our community

We have been supporting associations, initiatives and organisations around our company headquarters in Soest for decades – primarily through product donations!



## What does that mean for us?

Promotion of community projects: Our concept focuses in particular on supporting children's and sporting events in order to strengthen social interaction, promote physical activity among children and young people and teach responsible handling of confectionery.



### Company run, New Year's Eve run, Soester Stadtlauf

With our participation, we contribute to the tradition and to sporting togetherness in the region.



### Kids Fun Triathlon

We specifically promote sporting activities for children and young people.



### Summer camps, tent camps, horse shows & Co

We help to create unforgettable experiences for children and therefore support competitions with rewards for successful participation.



### Santa's stocking campaign

With our donations, we also bring for example joy to disadvantaged families during the Christmas season.



### Tafel Soest

Support for the Tafel to help people in need in our region.

Insight into our donation activities 2023/2024 - Highlights of our commitments

## Our goal

Strengthening social cohesion, promoting sport and exercise as well as supporting the community!

