KUCHENMEISTER®

FOCUS SUSTAINABILITY

THE KUCHENMEISTER SUSTAINABILITY REPORT 2025

BAKING since 1884 Quality TRADITION



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 specific measures and key performance indicators related to reducing emissions and resource use, as well as our commitment to social responsibility.

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 to gradually make processes more resource-efficient. Let us continue to innovate and take responsibility - for our employees, customers and our communities.

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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

Optimizing Waste Management

In Thüle, the waste management plan was revised in collaboration with a local waste management company to increase material recycling.



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

Increased separation rate

A 31% increase in the recycling rate (compared to the previous year) by prioritizing material recycling over thermal recycling.

New material flows

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

Efficient container system

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

By-product sluice

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

Mechanical shutter

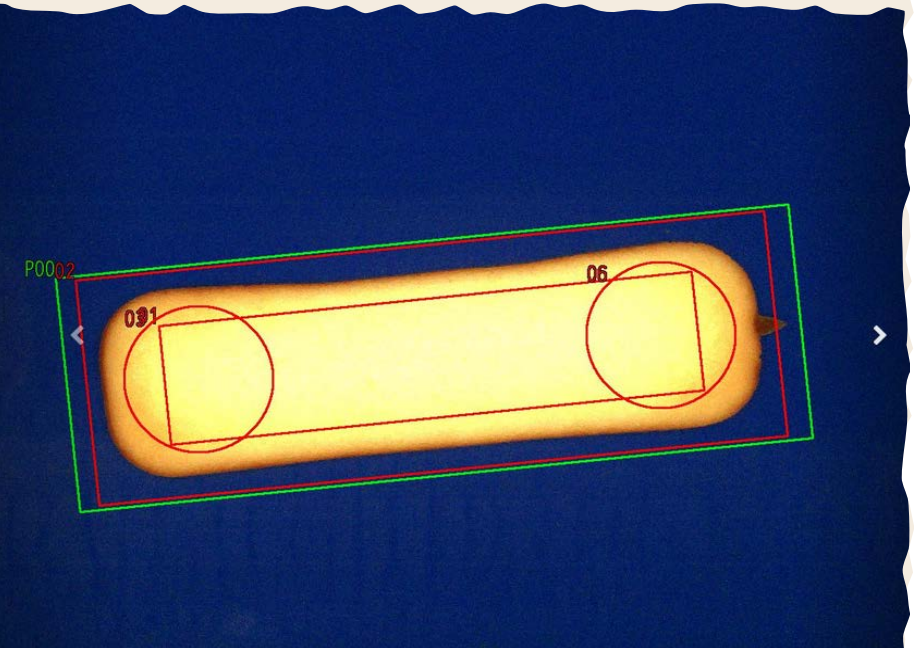
Ensures fast tipping times and reduces hygiene risks.

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.



WHAT DOES THAT MEAN FOR US?



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 reduce raw material waste in production.

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

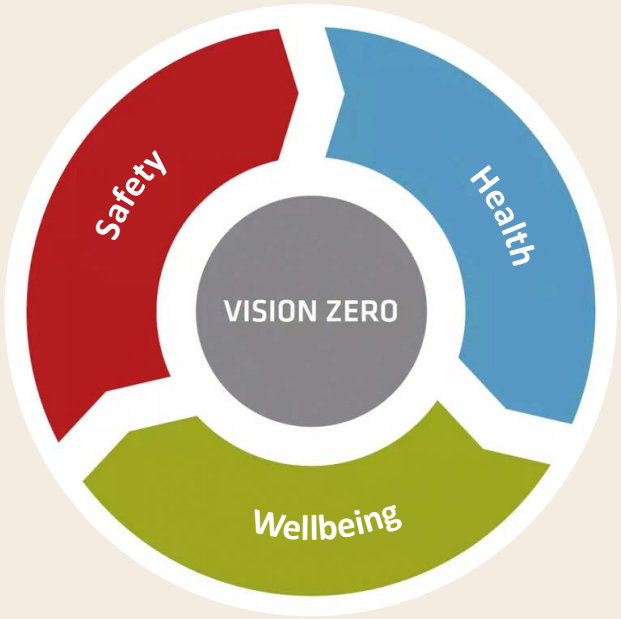
Prioritise safety and proactively minimise fire hazards!

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 is driving efforts to improve energy efficiency through specific technical measures.. In 2024, we commissioned a photovoltaic system in Duingen, which will save 55 tonnes of CO_2 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 using digital systems to continuously monitor and optimize our energy consumption.





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?

55 t CO_2 less per year

CO_2-savings

With an estimated reduction of 55 metric tons of CO2 per year, we are reducing our site-specific carbon footprint.

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 the solar power generated by the PV system into the grid, thereby reducing the amount of electricity purchased from external sources at that location.

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

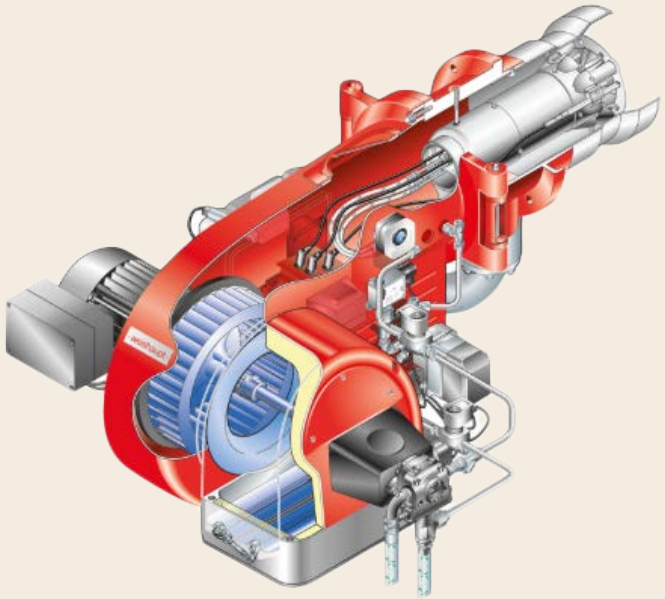
By commissioning the rooftop PV system in Duingen, we are sending a strong signal in favour of sustainability. An annual reduction of 55 tonnes of CO_2 and 95,000 kWh of solar power per year reduce our on-site emissions. KuchenMeister is making a targeted effort to expand its own renewable energy sources.

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 m³ of natural gas every year – that is several thousand euros less in energy costs!

94 t CO_2 less per year

CO_2-reduction

This renovation will reduce our CO_2 emissions by around 94 tonnes per year - a clear contribution to climate protection!

Better air quality

Thanks to low NOx technology, we reduce nitrogen oxide emissions by around 25% thereby improving the air quality in the surrounding area.

ISO 50001

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 m³ of natural gas and 94 tonnes of CO_2 per year shows that we are taking responsibility and optimising our production processes at the same time. KuchenMeister continues to rely on energy-efficient systems to achieve a lasting reduction in natural gas consumption.

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_2 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_2-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

KI

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 uses precise measurement technology and software analyses to gradually reduce energy consumption at each location.

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 reducing packaging waste and material consumption.





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 mono-foil every year.



WHAT DOES THAT MEAN FOR US?

Waste Reduction

By switching to mono-film, we replace 32 metric tons of composite film annually with a film that is suitable for material recycling.

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

Optimize material usage, reduce packaging waste, and cut down on transport trips.

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

Optimize material usage, reduce packaging waste, and cut down on transport trips.

LOGISTICS

As part of our sustainability strategy, we promote the shift to low-emission modes of transportation. 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 sginifcantly reduces CO_2-emissions.

This is how we support bike-based commutes and more efficient logistics routes.



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_2 per year!



Health and fitness

Our employees benefit from additional exercise and a healthier lifestyle.

OUR GOAL

Promoting sustainable mobility, reducing CO_2 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?



Space saving

A 40% increase in cargo capacity reduces the number of shuttle trips within the plant.



Fewer journeys

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



CO_2 savings

Use of long-haul trucks to reduce the number of trips and the associated emissions by approximately 66 metric tons of CO_2 per year. The long-haul truck emits approximately 0.8 kg of CO_2 per kilometer. Extrapolated over the course of a year, this results in a reduction of 66,240 kg of CO_2 based on 82,800 km.

OUR GOAL

Increasing transport capacity utilization and reducing trip-related emissions.

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!

Paper Savings

By switching to the digital app, we save 19,200 pages of paper each year and reduce the amount of mail we send.

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 programm. 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 offers 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?



Potential for Utilization

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

Utilization of byproducts from production to prevent waste and for further processing in the food supply chain.

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 by expanding our plant-based product line and offering purely plant-based alternatives.

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.



WHAT DOES THAT MEAN FOR US?

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 local biodiversity, creating natural habitats for insects on the company grounds, and providing a nature-inspired break area.

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!

The inclusion of the UN Sustainable Development Goals (SDGs) serves solely as a framework for our strategic areas of focus and does not constitute official certification.

www.kuchenmeister.de/en

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