

Moments of delight

The 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?

Our
**Bachmann
team**

More than
650 people from
38 nations

A family business since 1897

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

Contents



HISTORY

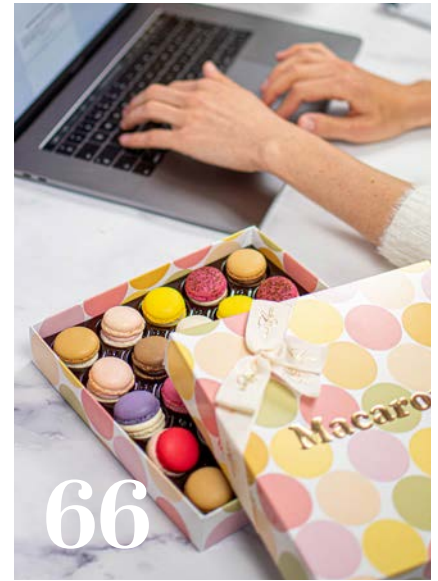
From then till now	5
Courage, passion and big dreams	14

CONFISERIE BACHMANN TODAY

“Think pink!”	16
The Bachmann brothers make headlines	19
Executive Board and management team	20
We are Bachmann: faces and stories	22
Vision, mission and values	27
Welcome to the Bachmann team	28
The work of the Bachmann Trust	32
The Bachmann Trust builds a school in Ivory Coast	34
Here’s what we’re doing today for tomorrow’s world	36
Bachmann in numbers	40

OUR PRODUCTS AND SERVICES

Sweeten up your day with Bachmann	42
Pralines – small but perfectly formed	44
Grand cru – the finest chocolate in the world	45
Canapés – the finest finger food	46
Cakes – there’s always a reason to celebrate	48
Ice cream fit for the finest Italian gelateria	50
Sandwiches, bowls & co.	52
Pain Paillasse® – the most popular bread in Switzerland	54
That extra something that makes our bread so delicious	56
Good, or even better: organic! Organic products from Bachmann	60
Spelt specialities	61
Demeter spelt – from the field to the table	62
Our partners: Felchlin and Rast Kaffee	64
Luxemburgerli	66
Schutzengeli® – a speciality that comes from the heart!	68
Lucerne specialities	72
Seasonal specialities	76



ALL YOU NEED TO KNOW

Awards	78
Social media	82
Press clippings	84
Customer feedback	85

SPECIALIST STORES

Locations: we're ready to serve you at these locations	86
Our specialist stores	88
Zurich stores	90
Schwanenplatz Lucerne	92
Surseepark Sursee	93
Lucerne railway station	94
Online shop Architect Marc Jöhl	95
Sales management	96
Our "branch" in Japan	97
Our cafés: for a break from your daily routine	98
La vie en rose – our lifestyle café	100

ADDED VALUE

Loyalty card and gift vouchers Customer service	101
Personalised gifts	102



Hello connoisseurs!



How might our great-grandfather have imagined our modern era?

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 – as was the custom in 1897. 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 since then, 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 since 1897.

We're the 4th generation to run our bakery in the heart of Lucerne, in partnership with our colleagues on the Executive Board. Together with over 650 employees, we embody the heritage of our ancestors. 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. 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 in 1897 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 in 1965 as part of the 3rd generation. Matthias and Raphael have been managing Confiserie Bachmann since 2006.

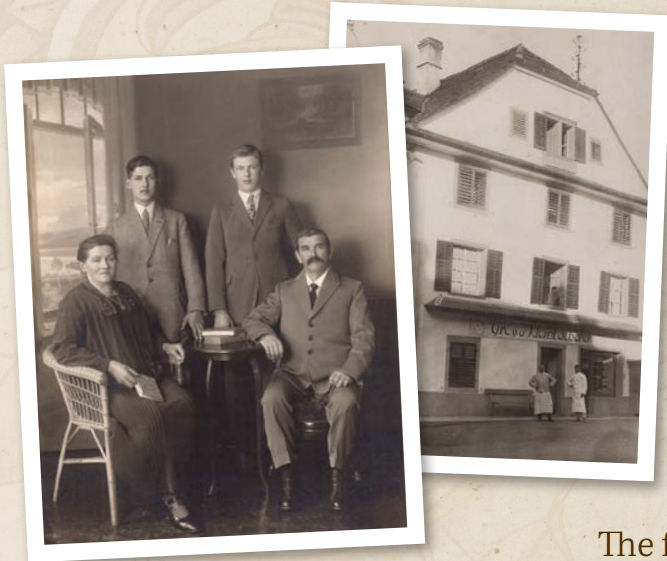
Not much remains of the world in which our great-grandparents began to hone their baking craft more than 125 years ago. New innovations have been developed and old ones left behind. But the DNA of Bachmann has not changed in all that time, rooted as it is in the desire to produce products of the highest 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

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



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.

The first Swiss football championship was held

The founding of the Bachmann bakery

The novel Dracula was published

1897

A one-kilo loaf cost 38 centimes

Milestones



1934
to
1984

1934 | 1 Hans and Lina Bachmann-Huber, members of the 2nd generation of the family, take over the Wesemlin bakery.

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

1965 | 4 Raymond and Margrith Bachmann with sons Matthias and Raphael in the garden of the Wesemlin bakery.





5

1968 | 5 Opening of the patisserie on Rössligasse.

1969 | 6 Opening of Confiserie Gotthard in the then new "Gotthardhus".

1972 | 7 Opening of a Bonbonnière in the Lucerne station shopping precinct.

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 Tribtschen district.

1983 Opening of a specialist store in the station subway.

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



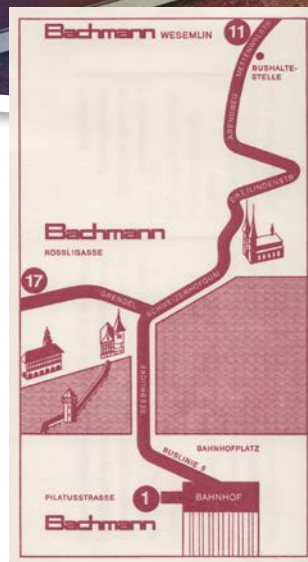
7



6



8





1



2

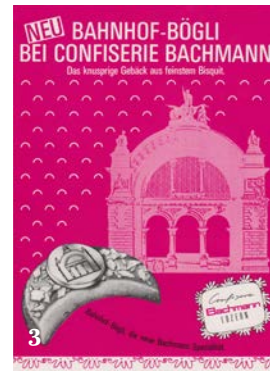


4



6

1985 to 2008



3



5

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 4th generation, enter the family business.

Milestones

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

2004 | 7 Lucerne railway station. Relocation and new construction. Extension with integrated bakery.

2004 Opening of a patisserie/bakery/confectionery in the Länderpark, Stans.

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

2004 Opening of a bakery/confectionery with café in the new Pilatusmarkt, Kriens.

2006 | 9 Closure of the Wesemlin bakery.

2006 | 10 The business is transferred to Raphael and Matthias Bachmann – the 4th 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 café and terrace.

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



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 Schutzensgeli® 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.

2



3



4



6



8

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.

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.

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

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

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

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 2024

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.

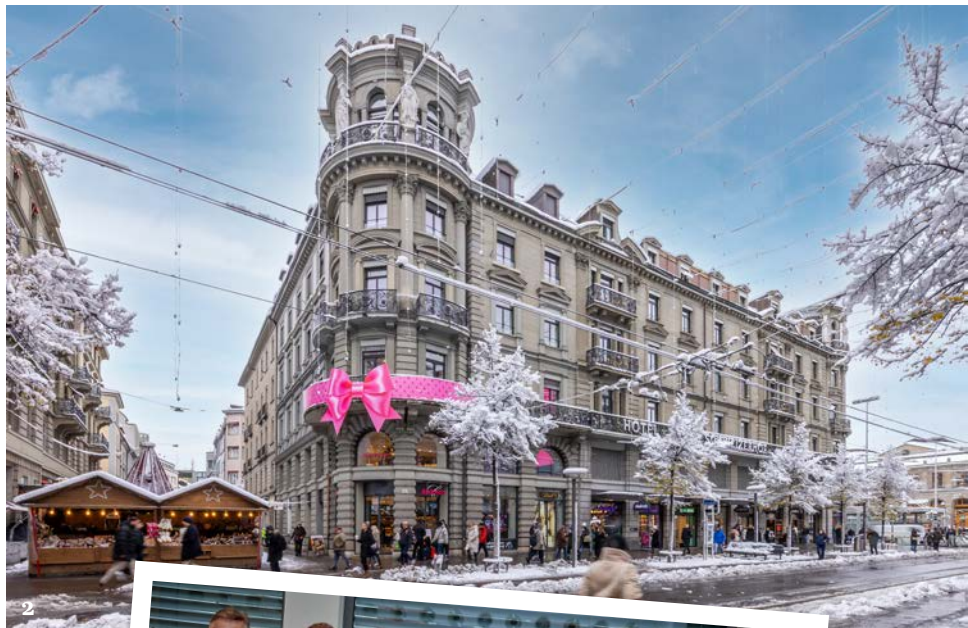
2019 Confiserie Bachmann wins bronze at the Best of Swiss Web Award.

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.

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





6



7

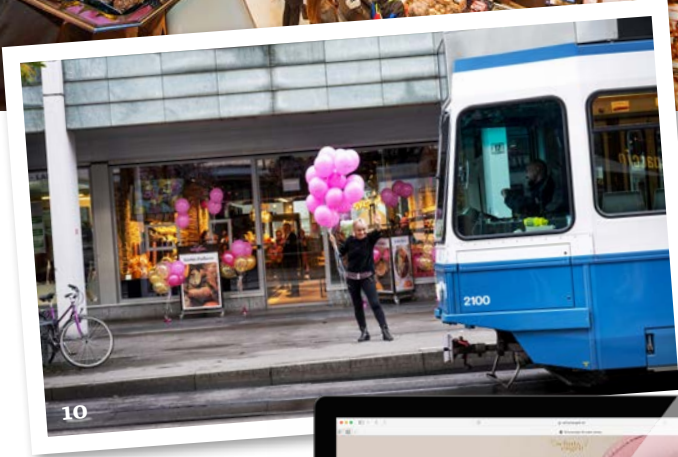
2020 | 7 Confiserie Bachmann begins to cultivate spelt and rye bread to Demeter quality in Sempach Station.

2021 | 8 Confiserie Bachmann is named the most popular bakery/confectionery in Switzerland by the gourmet magazine Falstaff.

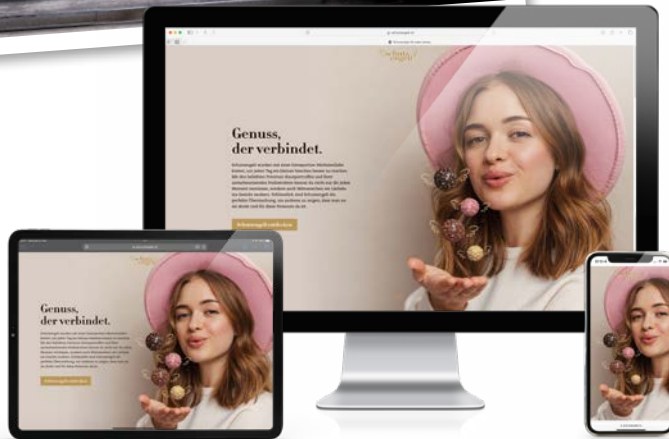
2022 | 9 Rebranding of the Schutzensgeli® design and go-live of the new website at www.schutzensgeli.ch.

2023 | 10 Opening of the 21st specialist store on Bleicherweg in Zurich.

2023 The specialist store in Länderpark in Stans, including a 130-seat café, undergoes renovation.



10



9

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



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.



Bachmann is a company with over 500 employees and 20 specialist stores. It is 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

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

Raymond and Matthias Bachmann in the Wesemlin bakery



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

delivered Swiss pralines to the American upmarket department store chain "Neiman Marcus" in the 1980s. Just like back then, today Raymond Bachmann 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.



Raymond Bachmann with the first delivery vehicle



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

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 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."



Book "Die Bachmanns – Eine Familie von Gründern" (in German only): www.confiserie.ch/buch

“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 involved in 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.”

Hans-Jürgen Quadbeck-Seeger

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

www.bachmann.run



The Bachmann brothers make headlines



At the cutting edge

Social media is an integral part of our daily lives – and one that makes globalisation particularly noticeable. The trend of Dubai chocolate, for instance, has swiftly made its way to Switzerland, too, via TikTok. Confiserie Bachmann reacted quickly and launched its Schutzengeli® Dubai Style – a take on Dubai chocolate combined with respect for others.

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: 3,500 free croissants were given out, with one in 200 bags containing a “Pink Pass” – a voucher for a commute to work in a 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 now fathers themselves, 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 family at the production site in Lucerne

Executive Board and management team

The extended family

Our Executive Board consists of people with extensive experience in their field. Together, they're steering the company towards a bright future.

As part of the Executive Board, the 4th generation of the Bachmann family is working with corporate development and IT specialists to explore the company's strategic future. This will ensure that Confiserie Bachmann remains a successful and popular brand that customers trust implicitly.

The management team is the backbone of our family business, and represents all divisions of the company. This team manages the operations of Confiserie Bachmann with the aim of making our customers happy every single day.



The Executive Board of Confiserie Bachmann, FLTR: Raphael Bachmann, Robert Medimorec, Juliane Bachmann, Jens Behlau, Matthias Bachmann

Our management team: the mainstay of our family business



"We're passionate about creating the highest quality products every day – without compromises."



"We've achieved our goal if customers feel that they've received more than they paid for."



"There's nothing better than giving others a moment of indulgence."



"The first step towards shaping our future is developing the skills of every single employee at Bachmann."

"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."



"At Confiserie Bachmann, the love of craftsmanship is key."



1 | Almir Kumalic
Head of Packaging & Shipping

2 | Michael Schiesser
Head of Production,
Confectionery, Patisserie & Decor

3 | Sabrina Bürgi
Head of Customer Service

4 | Edmond N'Tiamoah
Head of Logistics/Forwarding

5 | Elyne Hager
Head of Marketing, Sales Development &
Category Management

6 | Remo Vanoli
Head of Sales

7 | Mirzet Vuckic
Head of Facility Management

8 | Maja Jorgic
Head of Purchasing

9 | Benjamin Späni
Head of Quality Management &
Quality Assurance

10 | Carsten Rindom
Head of Data Management

11 | Elvira Kumalic
Senior Office Manager

*We are
Bachmann.*

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

Daive Guarino
Pastry Specialist in the bakery



Alma Zumberovic
Cleaning

Yereine Bautista Bautista
Cleaning



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

Mirzet Vuckic
Head of Technology



Silvia Neves
Patisserie



Maad Atia
Deputy Head of Department in the bakery



Markus Lettieri
Head of the Patisserie and Bakery



Manuela Beckert
Sales Vocational Trainer,
Regional Sales Manager

Gentijan, Adili
Retail specialist (EFZ)
apprentice



Galyna Krasnogradova
Packaging



Andrea Fuchs
Patisserie



"Mornings are our busiest time."

Mohamedou Alioune Lemownak
Logistics



Mulaj Rrolleta
Patisserie



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-patisserie. I've perfected my craft since then and am now a qualified head baker and patisserie. I've been working at Confiserie Bachmann for over 19 years and am responsible for data management."



Carsten Rindom
Head of Data Management



Nadine Schild
Head of the Decor Team



Xhevahire Shehu
Production in Tribtschen, Lucerne



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 13 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"



Andrea Leu
Bakery

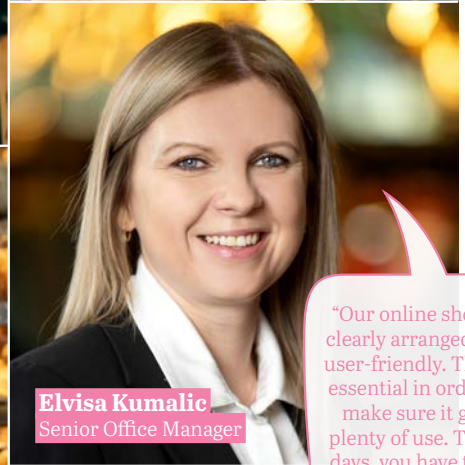
Ahmad Rahmadi
Bakery



Rita Di Carlo
Packaging

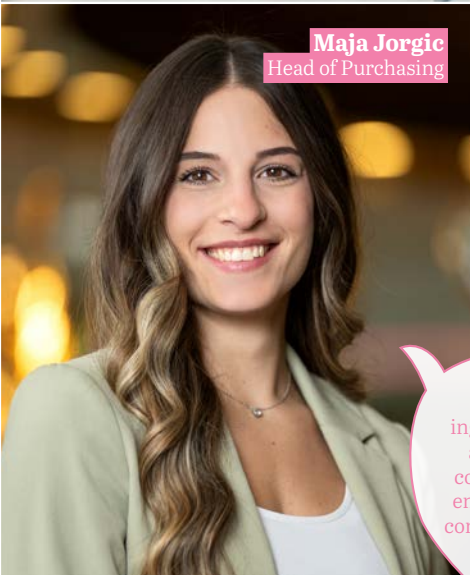


Gabryella Kurmann
Deputy Store Manager, Tribtschen



Elvira Kumalic
Senior Office Manager

"Our online shop is clearly arranged and user-friendly. That is essential in order to make sure it 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



"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."



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



Rachel Feer
Confectionery Team Leader



Anita Glanzmann
Chef



Nerea Lozano
Patisserie and Confectioner

Saipan Sapsuantang
Patisserie and Confectioner



Zeliha Yaman
Patisserie Team Leader



Maire Ahmeti
Head of Sales



Rita Di Carlo
Packaging & Shipping

Neeven El-Kurdi
Packaging & Shipping

Vision, mission and values: *What's important to us*

How do we give people a moment of indulgence every day? And what do we need to do to ensure that our employees enjoy working at Confiserie Bachmann? To answer these fundamental questions, we need a vision – and we need all of our Bach team members to put it into practice. Our mission and values are also firmly embedded within our day-to-day work.

OUR VISION

We give people a moment of indulgence every day.



OUR MISSION

We want to bring joy to people who like to consciously enjoy good things. Just like us. With fresh, high-quality and unique products and first-rate service.



OUR GUIDING PRINCIPLES

BEING A ROLE MODEL

dreamteam



We set an example of what we expect of our employees. We take responsibility for our own conduct and contribute to creating a good working environment.

APPRECIATION

positive minded



We see things positively and our leadership is built on respect and appreciation.

CULTURE OF FEEDBACK

"Thank you for your hard work."



We give direct, honest feedback to support our employees. We share praise openly and express criticism in person.

FURTHER DEVELOPMENT



We are continually developing our employees. We give them greater freedom to make decisions as their skills and abilities increase.

FIRST-NAME CULTURE

"duzen"
"Du"



We promote Bachmann's working environment and image by interacting on a first-name basis. This increases trust and facilitates communication on an equal footing, creating a feeling of appreciation and recognition.

EMPLOYEE INVOLVEMENT

"What do you think?"



Employee involvement lays the groundwork for Bachmann's success. We involve our employees in decision-making processes and enable them to participate in shaping their workplace.

INFORMATION-SHARING



Our employees must be able to participate from a well-informed position. We provide information in an open, expedient manner and foster a mutual sense of understanding.

PROTECTION



We are responsible for occupational safety, ergonomic workplace design and protecting our employees' health.

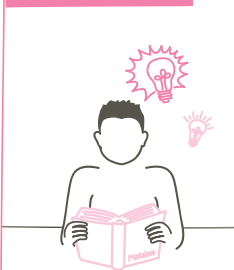
TRUST

"You can do it."



We strengthen trust through our own behaviour and interactions with one another. We trust in our employees' ability and willingness to carry out the task assigned to them to the best of their knowledge and belief.

CULTURE OF LEARNING



Our employees know our vision and goals and support them. When mistakes happen, we ask: "Why did this occur?" We involve our employees in finding solutions.

Training

And when will you be starting 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.



“In line with the motto ‘promote and challenge’, we offer motivated employees training tailored to them – within our company or externally.”

Sabrina Bürgi
Head of Administration and
Commercial Vocational Trainer

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.

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.

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.



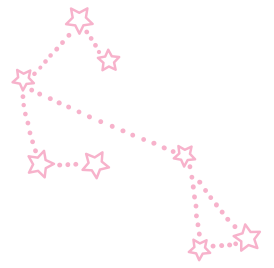
“During an apprenticeship, a young person not only learns a profession, but also matures and grows up. We're happy to support them during this eventful phase of life.”

Manuela Beckert
Regional Sales Manager and
Sales Vocational Trainer

LEARN FROM THE BEST!

START YOUR CAREER with us!





“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.”

Stefanie Baptista
Head of Pâtisserie and
Production Trainer

WE OFFER THE FOLLOWING APPRENTICESHIPS:

- Management assistant (EFZ)
- Baker-pâtissier-confectionner (EFZ)
- Retail specialist (EFZ)
- Retail assistant (EBA)
- **New addition:**
Baker-pâtissier-confectionner (EBA)

Positions and applications

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



Current vacancies:
www.confiserie.ch/jobs



Baker-pâtissier-
confectionner (EFZ)

Retail assistant
(EFZ or EBA)



New opportunities for employees and career-changers

Sometimes the first career you choose isn't the one that will make you happy for the rest of your life. Whether you're forging a new career path, pursuing further education or planning a promotion within the company – there's a wide range of options open to you. Exciting opportunities are available for those changing careers and prospective employees who have completed their vocational training, as well as for existing employees. These professions, among others, promise new horizons:

- **Food practitioner**
Two-year apprenticeship with cantonal certificate of proficiency (from summer 2025)
- **Plant operator**
Internal training with Bachmann certificate (from January 2025)
- **Leadership training**
- **Access to external specialist courses**
- **Specialist**
Three-year training at all plants and stations in the relevant department, general business knowledge, specialist course at Richemont Technical School, etc. (available after three years at the company).
- **Induction courses for new employees**
Carried out by a manager from each department (from 2025)
- **Individual further training opportunities** (specialist training)
- **Driver training**
Training for our drivers in the freight forwarding department



Participants in the leadership training have reason to celebrate: they've done it!



Welcome day when joining the Bachmann team

Our new-joiners have a very special start to their time with us. The Welcome Day begins with a tour of the company and exciting insights into our day-to-day work. The afternoon includes their initial training sessions, so they can hit the ground running as a member of the Bachmann team.

Did you know?



We've developed our own app for all our employees. myPink means that the most important news is always sent straight to your smartphone, along with information on activities, a chat function and the complete Confiserie Bachmann directory.

Promoting integration

We've been working closely with the Berufslehr-Verbund Zürich, the Bildungsnetz Zug and other similar organisations for years in order to successfully integrate disadvantaged young people and migrants into the workforce. We are aware of our social responsibility and are committed to playing our part.

www.bildungsnetzzug.ch
www.berufslehrverbund.ch



Our most loyal employees



We're proud to have so many experienced employees and are grateful that they have been with us for such a long time. That's why we celebrate work anniversaries at regular intervals and invite these long-standing employees to a special event – such as here on Lake Lucerne and at Hotel Montana in 2024.



The video of the anniversary event:
www.confiserie.ch/jubilare

Three questions for: Sejla Jusic Head of HR

Sejla, you've been responsible for human resources since March 2023. What have you achieved for the company since then?

Since I started, we've been able to make significant progress for our company. The complete centralisation of the HR department marked one key milestone. This enabled us to update all our fundamental HR processes throughout the entire employee lifecycle – from recruitment and development to departure.

As a result, we've increased the efficiency of our processes, while also significantly improving collaboration and communication between line managers and employees. I'm particularly proud of my HR team, which has achieved remarkable success over this relatively short period of time.

What do the corporate values mean to you in your role in HR?

Corporate principles, such as being a role model and employee development, are the cornerstones of successful HR work and are of particular importance to me in my role in HR. They're not just guidelines: they have a significant impact on a company's culture, conduct and long-term orientation.



*This HR team is responsible for employees: (FLTR)
Ina Pokolm, Sejla Jusic (Head of HR),
Daniela Vetter and Sara Jakob.
Claudia Renggli is missing from the image*

What is your favourite product?

The weekend cakes. As the name suggests, they're ideal for the weekend. I enjoy sharing them with my family over a cup of coffee.



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.



Do good and enjoy the best

10 percent of the proceeds from the sale of the Schutzensgeli® go to the Bachmann Trust. Since its foundation, 100% of donations have been returned to the countries where the Schutzensgeli® originated. Gourmets like you become guardian angels that support the vocational training of young people in cocoa farming in Ivory Coast, among other professions.



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



Board of Trustees (FLTR): Raphael Bachmann, Jens Behlau, Juliane Bachmann, Robert Medimorec, Elvina Kumalic, 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.



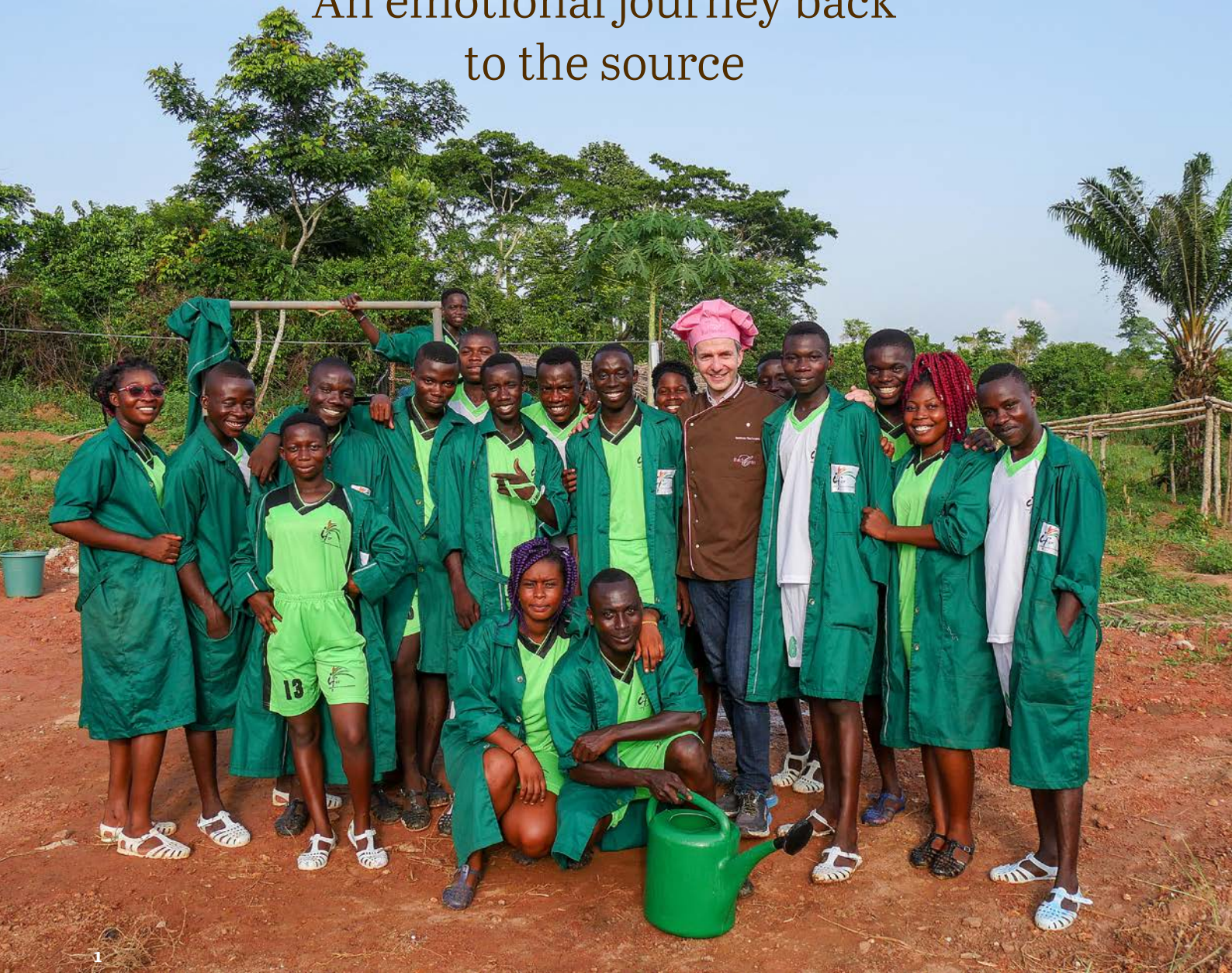
You can find a report about our second school in Africa, which we built in 2018, here – just turn the page!



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. Additionally, 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 dialogue.”

“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



2



3



4



5

- 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

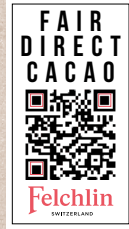


We want to leave behind a world that is worth living in – from an environmental, social and economic point of view – for the next generation. That is what we advocate for in various areas of our family business.

Our commitment to reducing poverty

Sustainable chocolate

Bachmann chocolate needs to be of peerless quality if we want to create unique moments of indulgence. The sustainable cultivation of cocoa and fair dealings with farmers are the bedrock of our strategy and an essential part of our philosophy. We work with Max Felchlin AG, a company based in central Switzerland, to achieve our ethical goals. Various projects are implemented in collaboration with Felchlin to give cocoa farmers in the countries of origin a better future.



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

Bachmann Trust

10 percent of the proceeds from the sale of the Schutzensgeli® go to the Bachmann Trust. All of this money goes to Switzerland or to the countries where the Schutzensgeli® originate, for example, to support vocational training for young people in cocoa farming. This way, connoisseurs become guardian angels themselves.



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.



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, we carried out an equal pay analysis and had it verified by an external reviewer. The gender distribution at Confiserie Bachmann is currently as follows: 76% of our 650 or so employees are women and 24% men. In management positions, women make up 20% of the Executive Board and 47% of the management team.

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



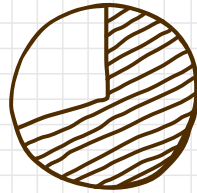
Bachmann in numbers

Why use a lot of words when just a few numbers could say the same thing?



160

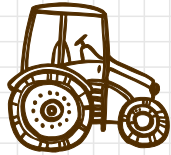
This is the number of cakes we make to order every weekend.



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

48 hrs

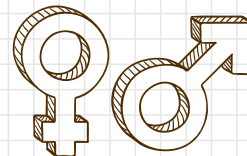
THIS IS HOW LONG WE ALLOW THE DOUGH FOR OUR PAIN PAILLASSE® TO REST.

TWENTY 
KILOMETRES

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

We deliver fresh products to each specialist store up to **4 times** a day.

100 %
FAMILY-OWNED.



76 % of our 650 or so employees are women and 24 % men.

In management positions, women make up 20 % of the Executive Board and 47 % of the management team.

CHF 300,000

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.



More than **30,000** 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 more than

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



BAKERY

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 up your day with Bachmann
We offer moments of indulgence 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 four 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 indulgence.

Pralines



Pralines & truffles 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 and truffles.

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 and truffles 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 and truffles 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. The term designates a unique chocolate experience: pure, pronounced and unforgettable. Which is exactly what's needed for our grand cru specialities.

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.



Canapés

Canapés The finest finger food

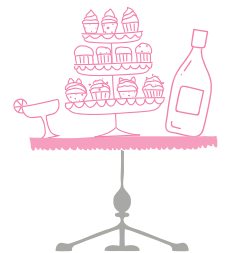
If you want to raise a glass with family, friends or guests, we have the perfect culinary accompaniment. From a canapé platter for small gatherings to catering for several hundred guests.





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 Luxemburgerli:**
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

Celebrations are an integral part of life. There are countless reasons to enjoy a slice of cake. And if you can't find a reason, they still taste good.

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 gâteau 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. By the way, 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.



Enjoy the perfect children's birthday celebration with us

Available times: Wednesday afternoons from 2:30 pm onwards. Reservation required – simply scan the QR code.

Age: six and above

Group size: eight to 12 children and one parent

Price: Group of eight children flat rate CHF 340.00 (incl. birthday cake). Each additional child CHF 30.00 (max. 12 children), parent/guardian free of charge.

Duration: 2½ hours incl. party with cake in the café

Activities:

- Decorating cupcakes, chocolate lollipops or gingerbread
- Tasting of selected products
- Short tour
- Celebration and cake in the café



Scan & reserve



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 .

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.



Voucher:
[www.confiserie.ch/
gutschein-1-kugel-glace](http://www.confiserie.ch/gutschein-1-kugel-glace)



Take a guess:

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



Stracciatella



Cookies

Yoghurt and berry

Chocolate



Schutzengeli

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

Sandwiches, bowls & 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 Organic 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.



15 OF OUR 37 BREAD SPECIALITIES ARE VEGAN.



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

Added value: 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.

Bread

Resting the dough

Bread is like good wine or cheese: even in the dough, it takes some time for aromas to unfold. 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's 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.

Wholegrain carrot bread | 2

This moist carrot bread owes its full-bodied flavour to fresh carrots, carrot juice and Graham flour. Perfect for spring!

Fig and nut bread | 3

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

Es wilds Ruchs | 4

“Es wilds Ruchs” is bread with a rugged crust. The brown bread boasts a deliciously moist crumb and intense flavours, thanks to the resting period of at least 12 hours and its short baking time in a hot oven. A bread suitable for all times of day – be it breakfast, lunch or dinner.





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.

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.



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

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

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.

The secret's out: *what's in our Bachmann chocolate*

Our chocolate comes from the traditional Schwyz-based company Felchlin. They have been synonymous with the finest Swiss chocolate and uncompromising quality for over 100 years.

We've developed our own recipe for Bachmann milk chocolate, which we use in our chocolate specialities, in partnership with the long-established company Felchlin. Felchlin has been producing one of the world's most popular couvertures in Ibach (Schwyz) for over 100 years. With their vast expertise, the team helped us to create the perfect consistency and flavour for Bachmann milk chocolate.

We also use carefully crafted Felchlin couverture, which is based on Maracaibo cocoa, for our grand cru chocolate products. This South American cocoa is used to create the finest chocolate varieties and lends

them an intense, natural flavour. We use it in pralines and chocolate bars, among other creations.

Felchlin supplies companies all over the world with all the ingredients needed for chocolate products. It also produces these itself, using traditional processes and with a great deal of experience, as the basis for the finest chocolate. The

company cares deeply about the quality of its products and maintains fair, long-term partnerships with cocoa farmers.

By opting for Felchlin couverture, we haven't just chosen the best product, but also a flexible and reliable partner from our local region.

"We created the couverture for our Bachmann chocolate in partnership with the experts at Felchlin. It contains significantly less sugar than standard commercial chocolate."

Raphael Bachmann

Traditional craftsmanship with the longitudinal conche



Couverture: the basis of good chocolate

Couverture is the raw material used in our high-quality chocolate specialities. It contains a higher proportion of cocoa mass and cocoa butter and, before being processed into chocolate products, needs to be carefully tempered. This entails the couverture being heated and re-cooled to obtain a shiny and tasty final product with a good snap.

Felchlin
SWITZERLAND



You can find out more about Felchlin and their couverture at:
www.felchlin.com

A sip of love: our coffee from Rast

Coffee and croissants – the most famous duo since Romeo and Juliet. Coffee-based drinks are also extremely popular, with or without baked goods: a cappuccino to go with a croissant en route to the office, an espresso after lunch or a coffee crème with a slice of cake in the afternoon. That's why we don't compromise on quality when it comes to coffee – and why we work with the long-established Lucerne-based family roasting company Rast. This business has stood for gourmet coffee, sustainability and the fair cultivation of raw materials for over a century. The award-winning Rast coffee comes from the best growing regions in the world and is freshly roasted for us every week.

Sustainable coffee

Rast Kaffee regularly visits the countries where its coffee is grown, maintains long-standing relationships with the coffee farmers and actively supports them. Production under fair conditions and absolute transparency are top priorities for them.



You can find out more about
the family business Rast
Kaffee at:
www.rast.ch



RAST KAFFEE



Luxemburgerli
Perfection
in every bite



Luxemburgerli are the pinnacle of patisserie. Our confectioners have been crafting these small moments of indulgence 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. Macarons are one of the city's most popular specialities. The young Swiss confectioners experienced the perfectly honed methods used to make these airy delicacies up close. This valuable experience explains why our Luxemburgerli, which are very similar to macarons, offer perfection in every bite.

Luxemburgerli are a popular gift and the perfect way to treat yourself to something special.

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, Lenôte 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.



Schutzengeli®

Schutz
engeli



Our Schutzengeli®
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 since 2011 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.” **Ten percent of the profits from the sale of Schutzensgeli® go to the Bachmann Trust.** “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



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.

Individual message

You can also order the Schutzensgeli® with a personal message and/or your company logo.



[www.confiserie.ch/
schutzensgeli-b2b](http://www.confiserie.ch/schutzensgeli-b2b)

Fly high all year round

Milk

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



Caramel Salé

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



Dark

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



Strawberry

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

Coconut

Milk praline cream refined with white chocolate, waffle brittle and delicate coconut pieces, surrounded by roasted hazelnuts and dark chocolate



Stracciatella

Milk praline cream with a subtle note of milk and vanilla, studded with small chocolate pieces, surrounded by roasted hazelnuts and white chocolate



Pistachio

Praline cream made from aromatic pistachios, coated in roasted hazelnuts and white chocolate



Christmas

A mandarin and cinnamon centre, surrounded by roasted hazelnuts and fine milk chocolate (available seasonally)

Indulgence from the heart of Lucerne

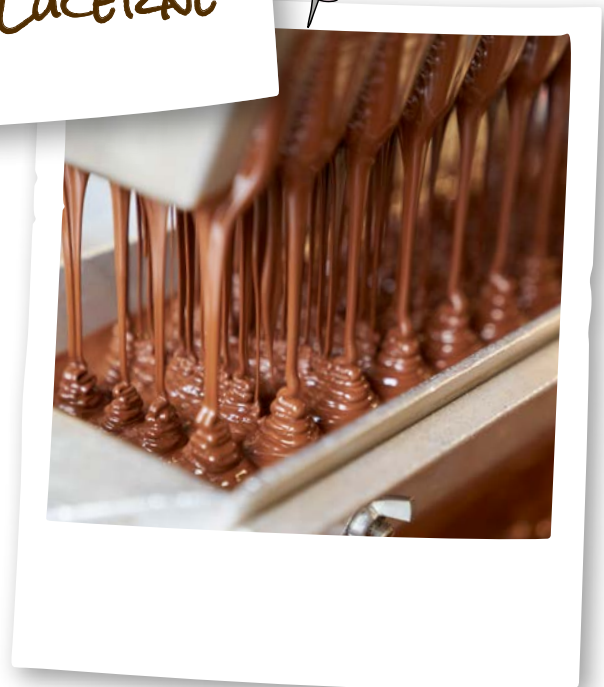
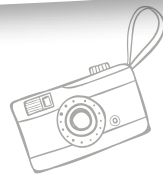


"Everyone needs a guardian angel from time to time. Or two... or three!"

Lucerne specialties



LUCERNE  LUCERNE



Lucerne specialties
A taste of our hometown





Our Lucerne specialities 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.



Pralinés de Lucerne

A vintage homage to the City of Lights, featuring 15 home-made Bachmann pralines and a booklet about the most important Lucerne sights in three languages.



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



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.



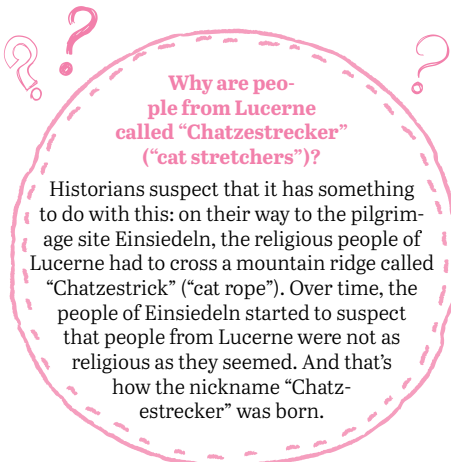
Video:
www.confiserie.ch/wasserturmstein-spot



"Chatzestreckerli®" in our online shop:
www.chatzestrecker.ch

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.



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.



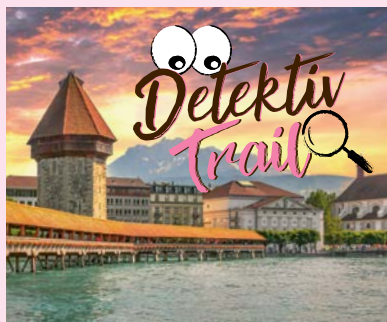
Lucerne "Lebkuchen"

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

Information about the two trails

Distance: 4.5 km on foot

Duration: Two to three hours

Starting point: Lucerne main station

Languages: available in 4 languages



The detective trails can be started at any time and are free.



Seasonal specialities

With you throughout the year

We're here for you year-round: for family get-togethers, upholding traditions or celebrations. With seasonal specialities and plenty of moments of indulgence.

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 run-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 specialities – whether canapés, as a dessert or small moments of indulgence under the Christmas tree.



Festive catalogue
www.confiserie.ch/festage



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 plus 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

Awards



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.

www.confiserie.ch/green-smiley-award



“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

aha!award

The Swiss Centre for Allergy, Skin and Asthma – or aha! for short – presented Confiseur Bachmann AG with an Allergy Award.

www.confiserie.ch/aha-award



“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 10-member independent jury unanimously agreed that the award should be given to the Lucerne-based company. Confiseur Bachmann AG outperformed 70 notable finalists in its field.

www.confiserie.ch/baekerei-des-jahres



“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



In 2020, we received an award for ideas in the digital world: our 3D cake configurator won the Recognition Award issued by the Central Switzerland Chamber of Commerce and Industry (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": second place in the "Coffee & Bistro" category

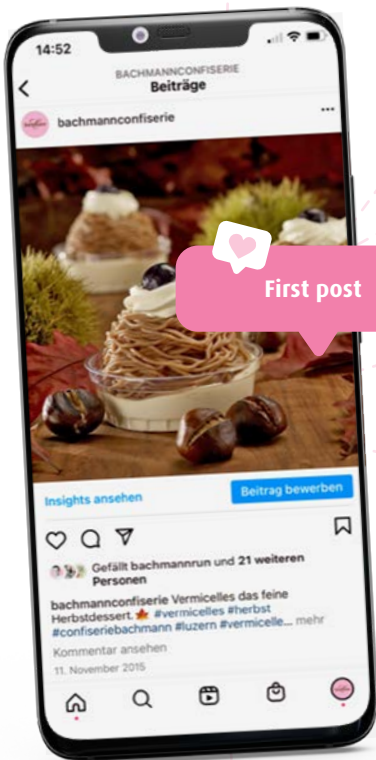
Along with 129 other businesses, our newest café on Bahnhofstrasse in Zurich was nominated for the prestigious "Best of Swiss Gastro Award" in 2019. Guests and experts voted our café into second place in the "Coffee & Bistro" category. What a great success in the first year in business!

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.



Most likes

We constantly interact with our 30,000 plus followers and fans on Facebook and Instagram. We share new products, behind-the-scenes footage and seasonal products and collect feedback. We also share Bachmann moments from the everyday lives of members of with our community.



Follow us on:
 @bachmannconfiserie
 @confiseriebachmann
 @confiseriebachmann

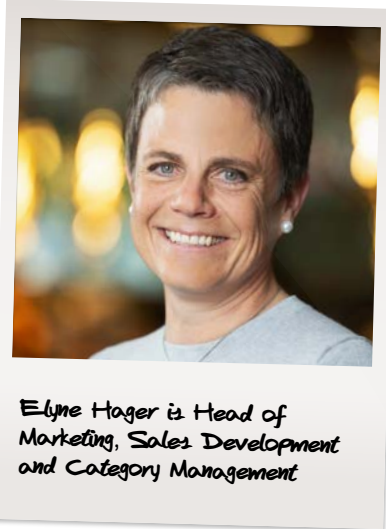
Three questions for: Elyne Hager, Head of Marketing

What does marketing involve at Confiserie Bachmann?

Marketing means talking about Bachmann and its products and services, giving Bachmann an external face and turning the brand into a personality. This is done via the product range, specialist stores, shopping bags, the website, delivery vans, newsletters, social media, press reports, sponsorship commitments and much more. Our job is to align and coordinate all this – while never losing sight of the message “My daily moment of indulgence”.

Why is a brand important?

A strong brand fosters security and trust. If the brand didn't always provide good products and services, it wouldn't be strong and popular. By using a brand, I also give my own personality a profile. Having a brand also helps



when recruiting employees. People like to work for a well-known and popular company: this gives them security and a bit of prestige, too. A brand can also open up new markets. In our globalised world, we take locally successful brands out into the world.

What does the Bachmann brand stand for?

Bachmann stands for the daily moment of indulgence, something we give to our customers time and again. In turn, they realise that we produce fresh, high-quality and unique products with joy and passion. We therefore want Bachmann to be seen as vibrant, modern and competent,

committed and personal. We stand for uncompromising quality in everything we do.



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/pressespiegel

Sport
Erstaunliche Karriere eines Ex-Fussballers
Am 31. Januar eröffnete die über 120-jährige Confiserie und Bäckerei Bachmann ihr neues Geschäft. Sie ist ein Beispiel für den langjährigen Traditionserfolg am Frauentalweg in Spiez. Heute ist die Confiserie ein moderner Betrieb, der sich an die Bedürfnisse der Kunden anpasst.

Wirtschaft
«Wir Bäcker sitzen alle im gleichen Boot»
Die Bäcker Mathias und Raphael Bachmann haben sich verbunden, unabhängig und zum Umgang mit Krisen. Sie betonen die Zusammenarbeit in der Branche.

Confiserie Bachmann
120 Jahre Backkunst aus der Region
Immer der Nase nach
Jubiläum: Die Luzerner Confiserie Bachmann feiert heute in ihrem 120sten Jahr die 120. Geburtstag der Confiserie. Die Confiserie hat sich über die Jahre hinweg als ein der besten Betriebe in der Region etabliert.

Regionales Getreide
Die Bäcker Mathias und Raphael Bachmann haben sich verbunden, unabhängig und zum Umgang mit Krisen. Sie betonen die Zusammenarbeit in der Branche.

Erfolgreiches Online-TO
Schöne Brot gesegnet wird, gibt es auch Lektüre.

Markt
50...
Die Variante des...
«Die Variante des... liegt mir viel näher»

Verführung auf Schritt und Tritt
Bäckerei: Ein Blick hinter die Kulissen der Confiserie Bachmann zeigt die Vielfalt der Produkte und die Leidenschaft der Mitarbeiter.

Geblieben ist das Handwerk
Handwerk: Die Confiserie Bachmann ist ein Beispiel für die Qualität des Handwerks in der Region.

Stadt/Region Luzern
Confiseur baut Schule in Afrika
Pädagogische Ausbildung wird oft ausgelassen. Man muss die Kinder von der Confiserie Bachmann ausbilden lassen.

Eine schrecklich süsse Familie
Die Confiserie Bachmann ist ein Beispiel für die Qualität des Handwerks in der Region.

Werte und Wandel
Wertvolle Grundlage ohne Verfallsdatum
Die Confiserie Bachmann ist ein Beispiel für die Qualität des Handwerks in der Region.

Piazza
«Wir verstehen uns blind»
Die Confiserie Bachmann ist ein Beispiel für die Qualität des Handwerks in der Region.

Die rosa Confiserie holt begehrte Trophäe
Die Confiserie Bachmann ist ein Beispiel für die Qualität des Handwerks in der Region.

Pink und smart! Die Bachmann-Erfolgsstory
Eine beeindruckende Familiengeschichte. Die Gebrüder Mathias (1) und Raphael Bachmann führen die Confiserie Bachmann in Luzern ein. Sie sind ein Beispiel für den langjährigen Traditionserfolg am Frauentalweg in Spiez.

Wie viele Eier BRISCHT man auf die Waage?
Raphael: 50 um die 80, ich bin zwar klein, aber ich bin 71.
Mathias: Mein Ziel ist 70 – jetzt bin ich 71.

Schutzengeli

Hello everyone,

We received a box of Schutzengeli® 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.*

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.*

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.*

Customer feedback

The most wonderful mail



More customer feedback:
www.confiserie.ch/stimmen

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 times:
www.confiserie.ch/standorte



Schwanenplatz
Chocolate World
Schwanenplatz 7
6004 Lucerne



Tribtschenstadt
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



La vie en rose
Pilatusstrasse 17a
6003 Lucerne



Zurich Bahnhofstrasse
Bahnhofstrasse 89
8001 Zurich



Sihlcity
Kalendarplatz 4
8045 Zurich



Shoppi Tivoli
Shopping Center 7
8957 Spreitenbach



Metalli
Industriestrasse 13b
6300 Zug



Zugerland
Hinterbergstrasse 40
6312 Steinhausen



Surseepark
Bahnhofstrasse 28
6210 Sursee



Mall of Switzerland
Zugerstrasse 34
6030 Ebikon



Emmen Center
Stauffacherstrasse 1
6020 Emmenbrücke



Pilatusmarkt
Ringstrasse 19
6010 Kriens



Länderpark
Bitzistrasse 2
6370 Stans



Bleicherweg
Bleicherweg 19
8002 Zurich

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.



“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.

Our store managers are always there for you.



All good things come in threes: our Zurich branches

Bahnhofstrasse – Zurich’s top address

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.



Two new stores are planned

In 2025, we’re opening a store in “The Circle” at Zurich Airport and one at Zurich Stadelhofen railway station.





**Sihlcity:
the city within the city**

In 2013, we opened our first specialist store in Zurich at the Sihlcity shopping and experience centre in Wiedikon. This store is home to a wide range of seasonal offers and specialities, as well as various snacks that are popular with local workers and visitors to the centre.

**Specialist store
on Bleicherweg**

The specialist store at Bleicherweg 17 is our third in the city of Zurich. In lively District 2, with its many offices, apartments and leisure facilities, the 120 m² of retail space is always buzzing with activity as people pick up coffee and croissants to go, enjoy a hot lunch or grab a fresh loaf of bread for dinner.



**Lindt & Sprüngli in the
Chocolate World**

Lindt, the number one 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

Indulgence in the heart of 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. Continuously flowing down a ceiling-high wall in a cycle of fine waves are 750 kilograms of chocolate. The chocolate is made of non-edible cocoa extracts, making it ideal for decorative use.

Surseepark

Shopping and indulgence in central 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

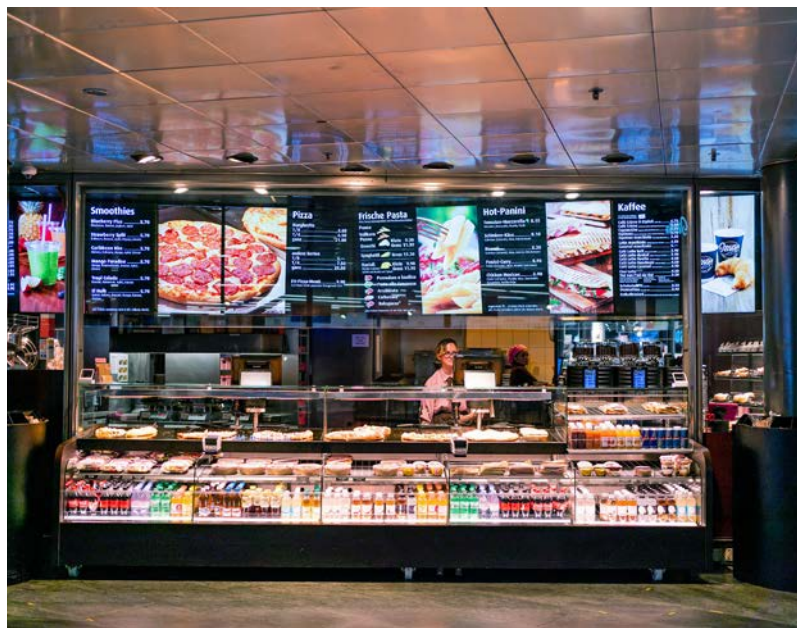
At Lucerne railway station, we're ready to serve you 365 days a year, from early in the morning to late at night. We have a spacious specialist store on the basement floor and a smaller store on platform three – perfect for anyone who's short on time.



“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.



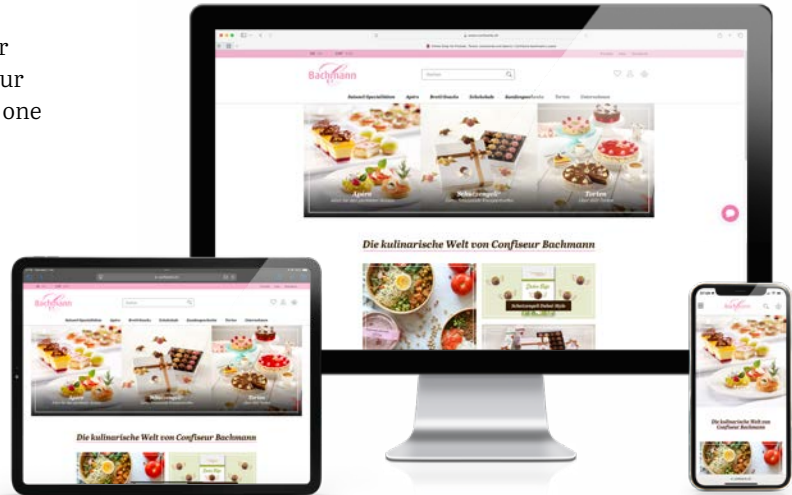
Online shop

The shop with special opening hours

You can order the bulk of our range 24/7 in our online shop. Pick up your order from one of our 20 plus speciality stores, have it delivered to your home by post or send a delicious gift to a loved one anywhere in the world.



Almost the entire range can be purchased online:
www.confiserie.ch



Three questions for:

Marc Jöhl, architect of Bachmann's specialist stores



Architect Marc Jöhl has been responsible for the interior design of the Bachmann specialist stores for more than 25 years.

How do Bachmann's specialist stores differ from others?

We don't just want to design a shop: we want to conjure up an experience, a feel-good moment. 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.

What are the biggest challenges you face in this work?

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

After more than 25 years as architect of Bachmann's specialist stores, is it all becoming routine?

Not at all! The industry is changing all the time. When we started, many bakeries were 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.

“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 over 20 specialist stores in five cantons, meaning that we make sure you always find what you're looking for.

FLTR: Otmar Gemperli, Tanja Formicola, Michelle Broch, Katharina Schlögel, Consuelo Pedrajas Castro, Remo Vanoli, Manuela Beckert, Letizia Dionisi, Marie Ahmeti, Mira Akin-Altana

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

Our cafés

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.

Whether it's a hearty breakfast, a hot lunch or coffee and cake, our cafés offer excellent 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.



Find out when your favourite
Bachmann café is open:
www.confiserie.ch/storepickup



Exquisite teas for special moments of indulgence

Our tea specialist L'art du thé, from Lucerne and 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 Das Lifestyle-Café

La vie en rose: a microcosm of Lucerne life. It's the ideal place to share a few moments of indulgence 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



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.

Gift vouchers for moments of indulgence

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 20.00-300.00 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



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

1:30 pm to 5:30 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 indulgence are also available in small volumes.



LinkedIn:
www.confiserie.ch/linkedin



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

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



Are you ready for a few moments of indulgence?

Experience unique aromas and immerse yourself in our pink world of flavours. Enjoy homemade pralines and truffles, each offering their very own moment of indulgence. Chocolate tasting is available for CHF 45 exclusively in our specialist shop at Schwanenplatz in Lucerne. We would be happy to reserve a seat for you in the café. No advance booking is required, but please note that it takes 20–30 minutes to prepare your fresh tasting set.



Details about chocolate tasting:
www.confiserie.ch/chocolate-tasting

Make a chocolate bar



Your team event at Bachmann

Experience our family business first hand and dive into our pink world. After a warm welcome and a company presentation, you can choose between making a chocolate bar or a chocolate figurine. A short tour of the company's premises rounds out the event. How about an drink afterwards in the La vie en rose lifestyle café?

The event will take place at our main store at Werkhofstrasse 20 in Lucerne and can start from 2:30 pm onwards. Duration: approx. 120 minutes (making a chocolate bar) or 150 minutes (making a chocolate figurine).

Flat rate for three to 10 people: CHF 480 or CHF 590 respectively.



Make a chocolate figurine



Book now:
www.confiserie.ch/betriebsfuehrung

SINCE
1897

***Your
daily delight[®]***

The logo for Bachmann, featuring the brand name in a serif font with a stylized, flowing graphic element that loops around the letters.

Bachmann