

White on black

Konditoriet Rindom in Ringkøbing is not a place where old habits die hard

By Knud Meldgaard, Meldgaard Media



The patisserie in Vestre Strandgade oozes nostalgia and good, old-fashioned baking traditions, but traditions are there to be broken with, or improved on, believe Else and Carsten Rindom, who took over the business in 2009.

In the shop, patisserie and courtyard, Danish cosiness and provincial spirit prevail, but in the bakery efficiency, hard work, good ingredients and professionalism are the order of the day. And that goes for the choice of machinery, too, where it is often machines from “Bear” (Wodschow’s Bear Varimixer) which find favour with the couple’s critical eye. The list of requirements is long: reliability, efficiency, easy to work with, easy to clean and hygienic, to mention but a few of the

many demands made on the machinery in a modern bakery.

Standard

As a rule, the standard colour of machinery used in the bakery industry is white, or light-coloured at the very least, to match the flour, which, it is fair to say, is the standard product in any bakery.

But Else and Carsten have now broken with this tradition by buying a BLACK BEAR and are (probably) the first, large bakery in Denmark to do so!

“It looks good, it’s different and it functions optimally,” answers the couple, when yours truly stands admiringly in front of the machine, which is mixing for all its worth.

The couple did not think twice about buying a BEAR again when it was time to buy a new mixer.

“And when I saw that it also comes in black, well, that appealed to us both immediately,” says Else Rindom and adds with a smile: “It seems almost a little bit exclusive to have one of those standing in the bakery.”

Think modern

Peter Frederiksen, Sales Director at Wodschow, is also a man with a smile on his face.

“It’s nice to see someone who dares to step away from the flock and think modern and rationally. With the new black model, Else and Carsten have opted for our usual high quality, but they have also chosen something different, modern and slightly cheeky. Naturally, we hope that there will be more people in the industry who dare to follow the couple’s example,” says Frederiksen.

For many people, it might seem strange to choose a black machine for a bakery because machines in light colours blend in with the flour, so it isn’t always as obvious where it needs cleaning, but also because it is an ingrained habit that hygiene is synonymous with white or very light.

Carsten Rindom does not, however, see any problem with the new BEAR. White on black instead of white on white does not



both the master baker who, having previously worked as a Quality Manager at Confiseur Bachmann in Lucerne from 1999 to 2009, has among other things been responsible for cleaning and hygiene. Confiseur Bachmann is a company with 300 employees and, in 2010, was nominated as Europe's best patisserie, so Carsten has the very best credentials. Else also trained as a confectioner/confiseur at Bachmann in Lucerne.

“Work horse”

The bakery is a hive of activity this morning and naturally there is flour everywhere, but it is also quite clear that the machines, worktops and floors, which are showing the signs of many hours' work, are cleaned every day – so perhaps it is a good thing that you can see the flour on the new BEAR.

All Wodschow machines have the nickname BEAR, but 'work horse' would perhaps have been a more appropriate expression, not least for the new machine, which has been hard at work from day one.

“It is on the go all the time and is filled up with all the different types of dough we work with on a daily basis,” explains Carsten Rindom and continues:

“Our new BEAR also has a digital timer which lets us know precisely when a product is done, so we always have a uniform product.”

Both Else and Carsten Rindom attach great importance to the many labour-saving functions such as the soft lowering of the bowl, which helps them immensely, and how easy it is to clean, which is also a major plus. So it is with good conscience that Peter Frederiksen and yours truly sit in the courtyard, enjoying a beautifully laid table of delicious samples of the house products.

And what about the BEAR? It doesn't go hungry.

“We only use NaturAks flour. NaturAks is flour without straw shorteners and in balance with nature,” says Carsten Rindom, pouring a large portion of the good flour into the gluttonous “work horse”, so the smell of freshly baked bread can be kept up in the busy bakery.