



## **Kamps brings German bread to the Middle East**

**A craft baker from the Lower Rhine opens two new locations in Riyadh.**

**On the track to success with Groupe Le Duff: two percent growth on existing space in 2015**

**Schwalmtal / Riyadh, 07. April 2016** – Kamps GmbH, with French Groupe Le Duff taking a majority stake in 2015, is on the track to growth and is expanding its “Backstube” concept not just in Germany. After a first international launch in London in 2013, the craft baker from Germany’s Lower Rhine area is now working together with a dedicated franchisee in Saudi Arabia – a subsidiary of the Fawaz Alhokair group. A newly opened 450 m2 location in the “Meem Plaza” of Saudi Arabia’s capital Riyadh has already shown record daily turnover of up to €12,000. A second, 300 m2 location will be opened in April at the “Al Nakheel Mall”. These “two new” locations are already mixing with the top performers in Kamps’ portfolio of 470 locations, according to an internal study. It seems as if the Middle East just couldn’t wait for German bread. “Our expectations have been greatly exceeded”, says Kamps CEO Jaap Schalken. Kamps and Fawaz Alhokair have agreed a robust plan for growth with up to ten new locations to be added every year.

The Fawaz Alhokair Group employs more than 20,000 people and is well known as an operator of several shopping centers, amongst others. The Alhokair Fashion Retail division is one of the largest franchise retailers in the Middle East with over 2,100 shops. The group currently runs 13 shopping centers in the entire region with ten more under construction.

The majority of Kamps’ basic product selection can be found behind the counter in Riyadh. What’s remarkable is the large selection of fine baked goods, bread and miniature snacks – diversity is most certainly desirable here. Products such as “colorful mini mixes” are very popular with the mainly large families and groups in the area. Almost 70% of customers clearly enjoy buying large bags of baked goods to take home and eat together. And in addition to bread and rolls, there are also Kamps’ specialty cakes and fine baked goods, which use regional fruits such as dates, mangoes and citrus fruits. In terms of snacks and gastronomy, Kamps baked goods topped with local cheeses, such as Haloumi, for example, are the main carrier products.



Kamps occupies the upper to middle price segment in Riyadh, aiming at middle to higher income customers. Recommended retail prices are oriented towards the local competition and the strategic price positioning of the brand. As an independent operator, the local franchise partner determines the final prices for the products. Depending on the goods, the prices range from slightly more expensive to considerably more expensive than levels seen in Germany. For example, bread costs between 4 and 5 Euros and a snack costs between 5 and 7 Euros. Other products, such as fine baked goods, cost considerably more than in Germany.

Kamps addresses the local clientele and also appeals to the German expatriate community in Riyadh by offering a taste of home. Employees of the German Embassy are already patrons of the Kamps Backstube in Riyadh. The wives of embassy staff will soon be taken on a tour of the Backstube.

Before Kamps baked goods are shipped to the Middle East, the dough is prepared by master bakes in the craft bakery in Schwalmatal. The journey begins once a month in the Lower Rhine area in Germany and takes three weeks to reach its destination. The main aim is to ensure international consistency and very high quality. Since the preparation, baking and refinement of the dough and baked goods takes place locally in Saudi Arabia, enzyme activity needs to be reduced to a minimum to provide for long durability in transit. The dough is gently cooled and frozen with an elaborate, patented procedure, which preserves enzyme activity and yeast. This procedure allows for the shipping of dough (particularly bread weighing between 500 and 750 grams) to locations around the world, where they are then freshly baked in an ingenious cooking process. Kamps has been working on this process for over 4 years. Kamps is the first baker to be able to bake breads locally with high amounts of rye in various sizes – in contrast with using pre-baked bread, which is customary in other cases.

### **2015 Business Year**

2015 was Kamps' most successful year following the management buyout of 2010. After a successful restructuring led by majority shareholder Groupe Le Duff, the craft baker has shown growth of 2% on existing space compared with 2014. And it gets better: from 2012 to 2015 the average turnover per location has increased by 15% - a real success. "It comes down to our emphasis on prime locations, especially in terms of optimizing the gastronomy area", says CEO Schalken.



## **Kamps GmbH**

Kamps GmbH is one of the best-known large craft bakeries in Germany. The first Kamps bakery was opened in Düsseldorf's Friedrichstraße in 1982. There are now about 400 Kamps bakeries in Germany, producing handcrafted, fresh baked goods. 2010 saw the widespread roll out of the Kamps Backstube concept in heavily frequented areas. There are now over 70 Kamps Backstubes run by franchise partners throughout Germany. The Kamps Backstube concept is a modern premium bakery, which stands for freshness and craftsmanship that customers can experience by "looking over" the baker's shoulder. At the end of 2013 the concept was successfully introduced internationally with the first Kamps Backstube in London. In May 2015 the majority of the company was taken over by Groupe Le Duff.

## **Groupe Le Duff**

Louis Le Duff founded the company in 1976 and Groupe Le Duff has since grown into the world's largest company specializing in café and bakery concepts, with over 1,600 restaurants and including brands such as Brioche Dorée and Bruegger's Bagels. Groupe Le Duff is also active in traditional gastronomy, with two US restaurant chains specializing in French cuisine, La Madeleine and Mimi's Café, and Del Arte, which specializes in Italian cuisine. In addition to that, Groupe Le Duff owns its own production facilities: the Bridor brand produces classic baked goods such as bread, small baked goods and cakes elaborated with famous chefs, whereas FB Solution specializes in baking and delivering fresh bread and pastries to food professionals. In 2015, the group posted a turnover of over 2 billion Euros.

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