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The Brand that makes the Sun shine three Times

About us

With this claim, we show the link between our company and the very nature of the pretzel as a bread that makes the sun shine three times. It is more than a simple case of nostalgia. In terms of the manufacturing process, the fields of the pretzel represent three fundamental questions.

- Where do our Ingredients come from
- How can our performance best be described
- Where do our products go

As you can see, the company HUOBER BREZEL has long been tied to the symbolic shape of the pretzel. And we are still taking inspiration from its appearance today. Again we discover three fields when it comes to examining the ideals of our company:

- Ecology partnership with Nature
- Social Commitment Trust in Mankind
- Economy Performance through Responsibility

Our work is inextricably linked with those who today, as consumers, dealers or manufacturers, are looking for ways of breaking free from the one-sided, greedy economical thinking of the present.

Nähere Informationen finden Sie unter: www.huoberbrezel.de

Our portfolio for your success

Our Principles: Experience, Patience and Resolution. Always keeping our principles in mind, we bake pretzels and other specialties every day. In doing so we only use natural raw materials from controlled organic farming. We obtain most of our organic grain from southern Germany. Not because what is important for us is particularly low-priced grain, but because we want to continue to procure goods from our local agricultural sources. For years now we have nurtured partnerships and relations with local mills and millers. Together we see the prices we give the farmers as being our contribution over decades to maintaining and developing farming culture.

In our dough, we use simple ingredients without any additives or baking aids. We have confidence in the experience and capabilities of our employees who go through regular training sessions. Investments only make any sense for us when they improve food safety or facilitate work for our employees. There is not a machine in the world that can replace one of our employees. It is the baker who is responsible for the quality of our products. We do much more than can be prescribed by an EU Eco regulation.

