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Better baking since 1950

About us

We are driven by innovation, quality and uniqueness. These are the strategic principles that we, as manufacturers of baking and décor ingredients, have pursued since we were founded in 1950. Impatient with the status quo, we avoid what is comfortable in search of the new and unexpected. Our struggle against conventional bakery solutions is relentless, but never for the sake of being different. Only for the sake of finding something better.

We bake, we create, and we launch up to 20 new products every year. Why? The secret of success is to focus all of your energy not on fighting for the old, but on building the new. We are all continually faced with great opportunities brilliantly disguised as insoluble problems. We believe that innovation is the only way forward. One needs to set old, familiar habits aside to gain new strength and resources. We must move forward and never stand still. The world and our markets are forever on the move. Innovation distinguishes between a leader and a follower.

PICKERD is a leading manufacturer of branded bakery and décor specialties and supplies most retail chains in Germany. The company blends experience, tradition and decades of craftsmanship with an incomparable love to detail. What started as a fine manufacture with a small but exclusive selection of baked products has evolved to become a comprehensive range of high-quality specialties. The range covers over 100 different products including decor sprinkles, glazes, fix products, aroma pastes and fine nuts. PICKERD has its headquarters in Burgwedel, a small town near Hanover, in Lower Saxony, north western Germany. Detailed information available at: www.pickerd.de

Our portfolio for your success

All you need is love ... and PICKERD! PICKERD is deeply committed to environmental sustainability and was awarded the „Top Brand 2019“ accolade for the second time in a row by the highly esteemed Lebensmittel Zeitung (LZ). The LZ is Germany's the leading trade and business newspaper of the consumer goods sector. This seal is highly respected in the German food industry because the award criteria include qualitative and quantitative criteria. The analysis is conducted by GfK, the renowned market research specialists. The International Food Standard IFS auditors certify the safety, quality, and legality of PICKERD products confirming the performance of the PICKERD quality management system.

Brand and Private Label solutions

- Cake icings
- Cake decorations
- Natural decorating without added sugar
- Almonds, nuts, pistachios
- Marzipan, nut nougat
- Baking ingredients

Company values

- History of innovation
- Over 70 years' experience
- Best quality from the best ingredients
- Up to 20 launches every year
- Going further to make consumers happy
- Customer orientation

