
How WP Helped Otto Bakery Grow

Lisa Albertson - July 20, 2022



It's not uncommon for relationships to start at trade shows, where the company is on display, and salespeople are face-to-face accessible. Trade shows are, in fact, a great place to grow a business relationship.

Enter Christian Leitzinger of Phaner. He, along with his wife Thao Pham, run Phaner, a leader in the Vietnamese snack food industry. As second-generation owner-operators of a family business, they were looking to propel the company into a new direction from confectionery to bakery products.

When Christian stopped at the WP booth at the International Sweets, Desserts and Bakery Exhibition in Singapore, he had a vision of taking Otto, the bakery products division of Phaner, to a whole new level. What he needed was more than just equipment, he needed a partner in bakery equipment to get him there.

At that time, Otto Bakery was an artisan bakery, producing most everything by hand in small quantities and baked in a rotary ovens. Christian wanted to make soft sweet cream-filled buns, and he wanted to do it in mass quantities, 18,000 pieces/hour, to be specific. He already had the distribution channels.

“We needed to find a supplier who could provide not only capacity, but a solution to our growth challenge and a roadmap for our product portfolio. Those three parts really anchor all industrial production and enterprise growth,” Christian explained. “WP came in with a solution to all three of those,” he added.

At Christian’s invitation, Harald Burgstaller, International Sales Manager at WP Kemper, visited with Christian and his development team in Ho Chi Minh City. Over the course of the next several months, WP Kemper ran with Christian’s vision, creating a road map for growth from mixers to oven and finally running extensive tests on the buns at WP Kemper’s test center to perfect the formula (to the satisfaction of the Phaner development team) on the standard roll line.

Meanwhile, Christian, who comes from a financial background, did his homework. “We visited all of the large industrial bakery companies and toured factories, tested equipment and formulas. In the end, WP provided a holistic solution, which was quite cost-effective and very suitable for our dough type. But more than that, the line flexibility was the highest we had seen from all of the other companies. The line allowed us not only to be cost-efficient, it allowed us to find new ways to scale our company with one toolset.”

Christian and Thao’s dream to scale up their Otto bakery came true when WP Kemper delivered two Kronos Pro 240 Mixers, an Evolution modular roll line, and a Megador Tunnel Oven.

The Evolution roll line is endowed with flexibility. Otto’s six-row machine can produce two or three products at a time with a weight range of 25 to 160 grams.

“What we’ve been able to build with the support of the WP equipment has been remarkable. We built an entire company through one solution. That single solution has led Vietnam being able to have extremely affordable, extremely high-quality industrial bakery products,” Leitzinger remarked.

Recently, WP Kemper tested another of Phaner’s product ideas on the Evolution line at its test center, again tweaking the formula to create a stable, quality product.

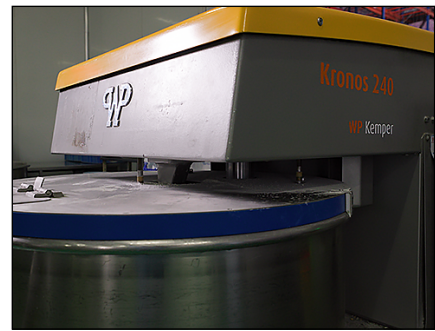
“Each investment brings creativity into your organization,” explained Christian, “and that creativity always needs some technical support and sales support. Harold has been critical in helping us evolve our business.”

Harald added, “The initial investment is one thing, but it is the cost of operation that can’t be ignored. Lower operating costs are at the crux of a successful business.”

Christian agreed, “We were able to completely leapfrog all market competitors, an evolutionary leap. We lowered our unit costs, energy costs, and our waste ratio collapsed.”

In the end, Christian and Thao credit WP with providing a complete solution. “That solution allowed us the confidence to put it in our building and launch our dream.”

Phaner (Pham Nguyen Confectionery Corp.) is a leading industrial bakery company in Vietnam. With 1,540 staff, three factories, and 56,000 points of sale, the company has rapidly pivoted from confectionery to bakery within the past five years. Our brands, including our bakery portfolio Otto, are recognizable throughout Vietnam and enjoyed by its 99 million citizens.



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