

BRANDT | THE ZWIEBACK (RUSK)

Several kinds of zwieback – short for 'zweimal gebacken' or 'twice baked' – already existed in 1912. However, to a master baker and confectioner such as Carl Brandt, the almost legendary founder of the BRANDT company, none of these were quite good enough. His intention was to create a zwieback of consistently high quality that could be factory-produced and sold at an affordable price. Carl Brandt developed the recipe for just such a product. He also invented a machine for slicing it, which was to become the most important tool in the modern manufacture of zwieback. At the same time, he developed a three-layered airtight bag, which kept the contents fresh and crisp for long periods. This innovative packaging also helped to definitively position BRANDT zwieback as a branded product. The new brand quickly attained a unique aura which, to this day, ensures that the BRANDT name immediately conjures up a picture of zwieback. Today, as ever, the company philosophy is to guarantee that customers will enjoy a natural product made from selected ingredients and processed with care. Only the product range has grown and now there is zwieback that is coated with chocolate on one side and a variety made with delicious, succulent flakes of coconut. Then there is miniature zwieback, BRANDT minis. To mark the firm's 90th anniversary in 2002, it opened a new factory at Ohrdruf in Thuringia and this, one of the most state-of-the-art production plants in Europe, will ensure that the BRANDT name continues to be synonymous with quality.

