



**ALPENHAIN**  
**CHEESE SPECIALITIES**  
**SINCE 1905**





*Alpenhain – a traditional family business: What began as a small village cheese dairy in 1905 is now a modern company that exports its cheese specialities to over 40 countries. The people who have contributed to this success include Barbara von Hagmann and Christian Hain, who are the fourth generation of the family to be involved with the business, having managed Alpenhain between 2003 and 2015. In an interview, they both talked about the challenges, changes and successes along the way, and the future of the company.*

*Ms von Hagmann, Mr Hain, what were the highlights of your time as managing directors? What do you look back on with particular pride?*

**von Hagmann:** Back then, we came up with the 'masterplan' for the construction of the new cheese dairy. That three-stage plan was finally completed in October 2020, when the facility went into operation. During our time at the helm, a modern, fully automated high-bay warehouse was also built to serve as a transit depot. We also laid the foundations for a modern HR policy with the aim of promoting staff development and advancement besides the purely administrative aspects.

**“I’M ESPECIALLY PROUD OF THE ENTIRE ALPENHAIN TEAM. DESPITE THE MANY CHANGES, IT HAS SUSTAINED THE COMPANY AND MADE IT WHAT IT IS TODAY.”**

Christian Hain



**Hain:** Other highlights included the roll-out of the Alpenhain Quality Guarantee, the anniversary celebrations to mark 100 years since the founding of the company, and Alpenhain's evolution into one of the leading cheese snack partners of McDonald's Germany, which is now the food service market leader in Germany and one of the best-known brands worldwide. I'm especially proud of the entire Alpenhain team. Despite the many changes, it has sustained the company and made it what it is today.

*How much has Alpenhain changed since you took over the management in 2003?*

**Hain:** Today, Alpenhain is run by outside management, so it's much more streamlined, efficient and focused. It has adapted its corporate strategy to the current requirements of the market.

**von Hagmann:** Highly qualified employees play an even more important role in the company than they did back then, as they need to operate systems that are far more technologically complex in a professional way and produce high-quality cheese specialities.

*What challenges will Alpenhain have to rise to over the coming years?*

**von Hagmann:** I can see two major challenges ahead: On the one hand, it has to be us in the circle of shareholders that must succeed in getting

**“OUR EMPLOYEES ARE OUR POTENTIAL. AS SUCH, IT’S ALL THE MORE IMPORTANT FOR US TO SUPPORT THEM IN A CONSISTENT WAY WITH TARGETED PROFESSIONAL TRAINING, SO AS TO PREPARE GOOD MANAGERS AND SKILLED WORKERS FOR THE FUTURE.”**

Barbara von Hagmann



the next generation enthusiastic about Alpenhain and in ensuring the cohesion among the shareholder families behind the company.

On the other hand, Alpenhain must continue to assert itself in the market as a creative brand provider with innovative product ideas and successfully secure its existing position.

**Hain:** Properly supporting employees, attracting top young talents, promoting profitable product ranges, being quick to act within the market, and putting sustainability into practice on a everyday basis.

*What are your expectations and targets for the future of the company?*

**Hain:** The implementation of the corporate strategy 2025 with sound growth, a stable and sustainable business, a healthy corporate culture and a safe handover to the next generation of the family.

**von Hagmann:** At the same time, we must accelerate the expansion of our existing product groups and identify and implement new trends such as vegan food at an early stage. Our employees are our potential. As such, it's all the more important for us to support them in a consistent way with targeted further training, so as to prepare good managers and skilled workers for the future.

## “MAKING THE MOST OUT OF CHEESE”

Dear readers,

Valued customers, partners, colleagues and cheese lovers,

Our most important ingredient is and remains our fresh Alpine milk. Maybe you are wondering what makes Alpenhain special as a modern and long-established cheese factory? What do we strive for, what makes our products so special and how do we try to inspire people? The answers to all these questions (and many more) can be found in this brochure. Inside, we introduce you to our extensive range of top-quality cheese specialities, give you a glimpse behind the scenes and set out the aspirations and values that we, as a successful family business, have been pursuing and being guided by since Alpenhain was founded.

**Tradition and innovation.** Tradition meets innovation at Alpenhain – and it's been that way for four generations. As a Bavarian family business, we have been refining fresh Alpine milk from the local area for over 115 years, with a high level of expertise and plenty of innovative ideas.

**Passion and experience.** Cheesemaking is close to our hearts and we strive for the highest levels of quality. The experience and craftsmanship of our employees are a guarantee of the consistent top quality and the unmistakable taste of our products.

**Modern production methods.** As a pioneer in the production and processing of soft cheese, we are always thrilled by new technology and innovative solutions. Besides our skilled staff and considerable in-house production depth, we also benefit from the most modern production facilities.

We delight our customers and partners across all three sales channels with a varied product range of cheese specialities – regional, natural, high-quality, convenient and enjoyable – paired with a reliable service and competent advice.

We are your contact for unique cheese enjoyment because we are making the most out of cheese.

Thank you for your interest in Alpenhain!

Robert Winkelmann  
Managing Director of Alpenhain Käsespezialitäten GmbH



**“AS A SUCCESSFUL FAMILY BUSINESS, WE HAVE BEEN TURNING THE FRESH ALPINE MILK FROM LOCAL FARMS INTO NATURAL, HIGH-QUALITY, CONVENIENT AND ENJOYABLE CHEESE SPECIALITIES FOR OVER 115 YEARS.”**





Neu!

Die Verbraucher sind begeistert vom Alpenhain Camembert mit der neuen, interessanten REIFE-UHR-Datei!  
Die REIFE-UHR zeigt an, wie weit der feine Alpenhain Camembert am besten der nach der Verpackung folgenden 30 Tage gereift ist.  
Durch Verdrängen des Deckels wird der Pfad auf der Verpackungstragfläche, der am Dosenboden aufgedruckt ist, eingestrichelt. Dann finden Sie über dem heutigen Messung den momentanen Reifegrad. 0 bis 30 Tage.



1926: Work is completed on a new village dairy with a capacity for processing 1,000 litres of milk per day to make cheese and butter.

## RIPENING CLOCK

1940: The Alpenhain 'ripening clock', developed by Gottfried Hain, is patented. This made Alpenhain a pioneer of the best-before-end (BBE) date, which was only introduced years later, but is specifically geared towards ripening soft cheeses.



1980: Alpenhain begins producing Baked Camembert. Breaded, quick to warm up and served with a cranberry dip, it remains a much-loved classic dish up until today.



2005: Alpenhain celebrates its 100-year anniversary.



1994: The original Alpenhain Obazda is launched on the market. This is the first time that the Bavarian cheese speciality has been produced on a major scale.



1905: After selling the cheese dairy in Sachrang, Mathias Hain purchases a property in Lehen, near Pfaffing, complete with a little cheese dairy.



1928: The dairy specialises in the production of Camembert.



1933: "Alpen" (the Alps) and "Hain" (referring to the family name) are combined to form a striking brand name: Alpenhain.



1942: Invention of a packaging machine for Camembert, with a wrapping machine for cheese triangles.



1970: A new process is developed for producing long-life Camembert, which is then rolled out. It can also be exported unrefrigerated.



1972: Founding of the Frischpack subsidiary, an independent specialist in packaging sliced and hard cheese.



2000: The new production facility for quick-prep convenience products is inaugurated.



2020: The new dairy goes into operation in October following two years of construction work. Up to 1 million pieces of cheese are produced here every day.

# ALPENHAIN OVER THE COURSE OF TIME

How did a small village cheese dairy in Lehen become a modern company with a long tradition? The milestones experienced by four generations of the family show how Alpenhain has evolved over the course of time. However, one thing has remained the same to this day. Besides our passion for cheesemaking everything still revolves around Camembert, which forms the basis of almost every Alpenhain product, from Baked Camembert to Obazda.



1905 – 1932

Company founder Mathias Hain and his wife Maria



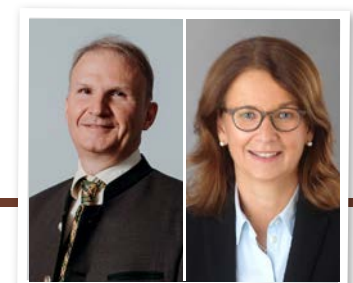
1933 – 1968

Gottfried Hain senior with his wife Leni



1969 – 2002

Peter Wagner and Gottfried Hain junior



2003 – today

Christian Gottfried Hain and Barbara von Hagmann



# FACTS & FIGURES

**COMPANY HEADQUARTERS:**

Since 1905, Alpenhain has been based in Lehen, in the Alpine foothills of Upper Bavaria, and is now in its fourth generation

**MANAGING DIRECTOR:**  
Robert Winkelmann



**SALES (2023):**

145 million  
one fifth from export sales

**PRODUCT SEGMENTS:**

Cheese specialties like long shelf life Camembert and Brie, Baked Camembert, Baked Cheese Snacks and BBQ Cheese

**ALMOST 90 MILLION LITRES OF FRESH ALPINE MILK FROM THE LOCAL AREA ARE PROCESSED HERE EVERY YEAR**

**WE RECEIVE AROUND 245,000 LITRES OF MILK EVERY DAY - APPROX. 18 FULL MILK TANKERS**



**EMPLOYEES:**  
approx. 450



**DISTRIBUTED:**  
in over 40 countries worldwide



**IN THE NEW DAIRY, UP TO 1 MILLION PIECES OF CHEESE ARE PRODUCED EVERY DAY- AN AREA OVER HALF THE SIZE OF A FOOTBALL PITCH.**

**COMPANY GROUP**



**ALPENHAIN PRODUCES AROUND 7 MILLION LONG-LIFE CHEESES EVERY YEAR (CAMEMBERT AND BRIE). THAT'S THE SAME AS ONE PACK OF CHEESE FOR EVERY RESIDENT OF MUNICH, ROME AND WARSAW.**

# THE HIGHEST QUALITY IS OUR ASPIRATION

As a manufacturer of cheese specialties, we see the quality and safety of our products are our top priority. In addition to the best raw materials, the modern technology and end-to-end monitoring of the products, we primarily rely on our skilled employees, who share our aspiration for quality. That's why we not only meet the high quality standards confirmed in regular audits (IFS, BRC, AIB), but also get top marks that confirm the highest level.



**We care about the environment**

Sustainable planning and action in corporate management and development have defined the Alpenhain families across all four generations. A considered approach to our business, constant development of production processes and the careful construction of technical facilities have always been part of our ethos. We are particular proud of our expansion concept for our cheese dairy, which started operations in autumn 2020, replacing the former dairy after some 40 years. Thanks to the new systems and processes, we are generating savings of around 15 percent in water consumption, wastewater volume and use of cleaning agents, having the possibility to reduce the raw materials losses to the half as well. Thanks to our numerous innovative elements with exemplary character, the concept has received state funding from the Bavarian and European funds.



The quality of the milk and all the other raw materials is permanently checked by our laboratory since the moment of delivery. Our suppliers must hold a GFSI certificate (IFS, BRC, FSSC 22000); if not, they will become regularly audited by us. Additionally an annual assessment of all our suppliers is carried out too.



**Natural – Clean Label**

The Alpenhain quality promise: we value naturalness. Since 2010, we have refrained from adding flavour enhancers, preservatives or colourings to our products.



**Non genetic modified organisms**

Since 2020, we have been producing many of our Alpenhain products such as long shelf life Camembert & Brie, Baked Camembert and BBQ Camembert without using genetic modified organisms in our ingredients and production. These products are certified by the The German Association for Food without Genetic Engineering (Verband Lebensmittel ohne Gentechnik e.V. - VLOG) as thus comply with the strict production and testing standards.

**Vegetarian**

All of our Alpenhain-branded products are vegetarian. We only use microbial rennet substitutes in the production of our cheese specialties.







- ✓ **ALPENHAIN PRODUCTION SITE: LEHEN, LOCATED IN THE BAVARIAN FOOTHILLS OF THE ALPS, GERMANY**
- ✓ **AROUND 250 FARMS IN THE LOCAL REGION**
- ✓ **ALL FARMS ARE WITHIN A RADIUS OF 50KM**
- ✓ **FAMILY FARMS WITH AN AVERAGE OF 40 COWS**
- ✓ **MILK COMES FROM OVER 12,000 COWS**

We aspire to quality and sustainability. That's why none of our cows are more than 50 kilometres away from the Alpenhain cheese dairy. These short transport routes mean that the milk always arrives fresh to our premises.



# OUR DAIRY FARMERS

Who actually looks after the cows, thus helping to ensure Alpenhain's proven quality? Many of our 250 farms have been working with Alpenhain for generations and feel like part of the family. Do you want to find out more about the farmers and what they do? Let's meet a few of them.



"I love working with the animals in the great outdoors. I also want to develop our farm in a sustainable way, as generations before us have done. We have a new stable that is bright and gives the dairy cows plenty of room. It's just right for making the dairy cows feel at home. We can actually see the Alpenhain cheese dairy from our stable. It's good to know that our milk is being processed practically on our doorstep."

- Martin Ettmüller



"I like being a farmer as it means that I'm continuing with a tradition. I'm proud to preserve, expand upon and modernise what has been handed down to me, and to pass it on to my own children. I see the task of agriculture as ensuring that people are supplied with healthy, high-quality food and that we look after and preserve the distinctive Bavarian landscape – that's what I believe in."

- Jakob Huber



"Our dairy cows have a better view from their terrace than we do from ours: a mountain panorama and a massage brush."

- Josef Huber





# SOFT CHEESE



# BBQ CHEESE

## WHAT DOES NOT LOSE TASTE AND QUALITY OVER TIME? OUR LONG SHELF LIFE CAMEMBERT AND BRIE.

Our traditional varieties Camembert and Brie made of fresh Alpine milk, are perfect for the international markets thanks to the special pasteurisation process which guarantees a long shelf life. These varieties can be kept unrefrigerated for a few months as well. Despite the long shelf life, our Camembert and Brie have a creamy consistency and a mild taste that delight our customers all over the world.

Food service professionals use this kind of cheese as a part of traditional cheese platters, as pizza or salad topping, as well as in sandwiches or burgers. There are plenty of possibilities to enjoy these delicious cheeses. These cheese varieties aren't just vegetarian, they are also lactose free and Halal certified. They are also available under the brands Prestige and Consul, as well as Private Label.



## VEGGIE ALTERNATIVES FOR BBQ AND PAN-FRIED DISHES

The pure, creamy BBQ Camembert, as well as our new BBQ Camembert with extra protein, both made of fresh Alpine milk. The mild-tasting BBQ Cheese Patty "Käsegenuss" Natural and the savoury BBQ Cheese Patty "Käsegenuss" Garden Herbs are unbreaded and made the perfect vegetarian alternative to BBQ meat or sausages. Success is assured when preparing these cheese specialities: they do not melt during the heating or stick to the grill. If the good weather doesn't cooperate for a BBQ, you can also prepare these vegetarian BBQ cheeses in a pan.

The BBQ Camembert Natural and high protein, as well as the BBQ Cheese Patties (varieties: Natural and Garden Herbs) are available on demand.



Alpenhain Camembert and Brie can be sliced even at room temperature, so it's ideal as an open sandwich topping. It's also great for melting under the grill on top of dishes, such as gratins or oven bakes. And how about a fancy pizza topping?

Whether served with vegetables, a fresh salad, in a flatbread or focaccia, as a sandwich, in a wrap, as a burger patty or as a trendy topping for a summer bowl, our versatile BBQ cheese specialities turn any dish into something truly special.





# BAKED CHEESE

# CHEESE SNACKS

## CRISP ON THE OUTSIDE, SOFT ON THE INSIDE: HOT CHEESE ENJOYMENT WITH A CRISPY BREADCRUMB COATING

We have been producing our Baked Camembert since 1980, and are therefore one of the pioneers in this cheese specialty, which has been continuously improved since then. In this iconic Alpenhain product, the subtle, creamy Camembert, made of fresh Alpine milk is coated in crispy breadcrumbs and becomes a quickly prepared dish that the whole family will enjoy. Years of experience, intensive development work and constantly new creations such as our Baked Camembert Minis have contributed to our success as the market leader for Baked Camembert in Germany. Alpenhain's Baked Cheese range for the chilled section has been expanded to include our Baked Mozzarella Sticks which have a mild Mozzarella taste coated in a savoury herbs breadcrumbs.



## FINGER FOOD, SIDE DISH, TOPPING OR SNACK-TO-GO: SPECIAL CHEESE SNACKS THAT ARE TRENDSETTERS

Our cheese snacks bring new variety to your plate in terms of both look and taste: Baked Camembert Donuts are made from fresh Alpine milk and are coated in an extra-crunchy breadcrumb; they can be enjoyed as a quick snack or as topping for a crispy salad.

We are proud to introduce now Alpenhain's first sweet cheese speciality: Cheesecake Balls made of tasty cream cheese filled with fruity apricot or sweet raspberry, these are simply irresistible and full of taste. Alpenhain's frozen cheese snacks range now also features the Baked Brie Wedges, Baked Gouda Hearts for special occasions, and the mixed Baked Cheese Minis for those who simply can't pick one. These frozen products can be served in plenty of ways and can be portioned as required, so they're really reliable during portioning and preparation. All these cheese snacks are available in appropriate package size of 200g to 240g for retail and 2.25kg for food service.

Whether as a main course, easy snack or in a burger or burrito, classic Alpenhain Baked Camembert is a popular vegetarian and lactose free treat. This great all-rounder is quick and easy to prepare in the oven, a frying pan or a hot air fryer.

Quick to prepare, vegetarian and a trendy finger food option or snack-to-go, the Cheesecake Balls are Alpenhain's first sweet cheese speciality. The creamy soft cheese balls in the varieties of apricot or raspberry filling, coated in delicate and crispy breadcrumbs, are an irresistible temptation, whether served as a warm snack, with coffee or as an innovative dessert.







# CHEESE SPREADS

## OBAZDA AND CAMEMBERT CREME MADE OF FRESH ALPINE MILK - BAVARIA IN A SPREAD

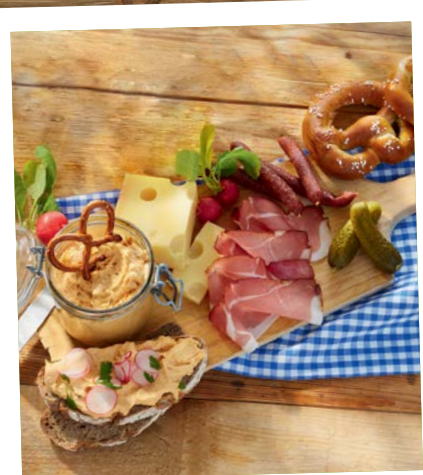
The creamy and flavoursome Obazda, a traditional cheese spread, has been protected by the EU since 2015 as a genuine Bavarian cultural asset. Limited authorized producers include the Alpenhain family cheese dairy in Lehen, Upper Bavaria. Heartfelt passion meets the very best local ingredients:

Mildly ripened Camembert made from fresh Alpine milk at Alpenhain is mixed with cream, butter and spices – ‘obazen’ in the Bavarian dialect. Camembert Creme features delicate pieces of Camembert made from fresh Alpine milk and boasts a creamy, unadulterated Camembert taste. It can be consumed in all sorts of ways.



Our Camembert Creme is utterly versatile: it can be enjoyed on its own, spread on bread for breakfast or brunch, or as a snack between meals. It's also ideal for dipping, adding to sauces and hot dishes, and as a creamy filling in burgers, sandwiches or wraps.

On fresh pretzels, on farmhouse bread, as a spread in sandwiches, wraps or burgers, in salad dressing or added to cooked dishes. No matter how it's served, Original Obazda from Alpenhain is always a unique treat.



# CHEESE ENJOYMENT WITHOUT REMORSE

Whether with our long shelf life Camembert and Brie, Baked Camembert, Baked Cheese Snacks, BBQ Cheese or Cheese Spreads, we offer our customers, partners and end consumers products and services of the very highest quality. We are constantly working in close conjunction with product managers, application engineers and quality managers from our customers and

suppliers to develop innovative product concepts. Our work is always based on current findings from food science findings and the latest market trends. The result is cheese specialties of the highest quality, perfectly tailored to the requirements of our customers and the wishes the end consumer as the basis for a long-term, joint business success.



## Highest quality

Our Alpenhain quality promise: we value naturalness. Since 2010, we have refrained from adding flavour enhancers, preservatives or colourings to our products. Since August 2020, most of our products are being made without using genetic modified organisms in our ingredients and production making them declarable and certified as Non-GMO by the German Association for Food without Genetic Engineering (Verband Lebensmittel ohne Gentechnik e.V. - VLOG).



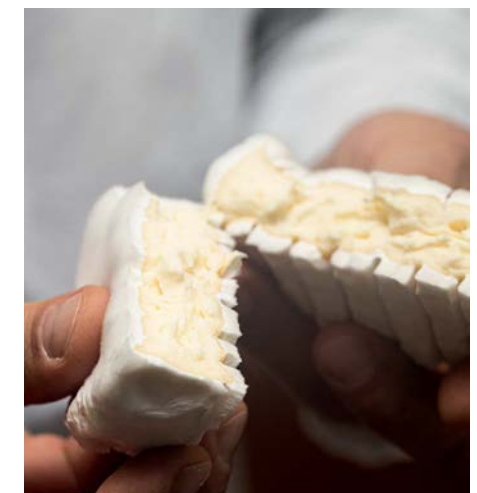
## Expertise from the market leader

Benefit from our many years of expertise as the German market leader for the popular Baked Camembert and traditional Bavarian product Obazda. Moreover, we are constantly developing new bread toppings and warm cheese products.



## Bespoke cheese concepts

Our experts work with you to develop bespoke cheese concepts, regardless of our brand portfolio. The products are specially adapted to your needs and the wishes of your customers.



Every day, our qualified employees process high-quality raw materials into premium-quality products with the help of our innovative manufacturing technologies and production facilities. As our numerous awards and certificates attest, we fully meet the specific needs of all of our highly demanding customer groups.



FORMAGGIO

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CHEESE

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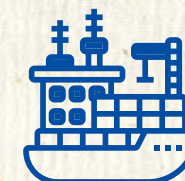
पनीर

KAAS

## BAVARIAN CHEESEM MAKING THAT ENJOYS INTERNATIONAL SUCCESS

Alpenhain is experiencing an unrestrained demand for traditional Bavarian cheesemaking. The company currently exports its products to over 40 countries worldwide and is continuously expanding this strategically important business area within the key regions of Europe and Asia.

The focus is on our range of baked cheeses, especially frozen snacks for retail and the food service industry, along with our range of BBQ cheeses and the traditional long shelf life of Camembert and Brie. Our cheese specialities also play an important role in quick-service system catering around the world.



**FEEL FREE TO GET IN TOUCH WITH US  
BY EMAIL OR TELEPHONE:**

Tel.: +49 8039 402-0

Email: [export@alpenhain.de](mailto:export@alpenhain.de)



Alpenhain

2 Pieces + Dip

our **Baked Camembert Sticks**

**Classic** with wild cranberries + baking paper

**Sticks** with tasty fruity Tomato sauce

**lactose free**  
lactose content < 0.1 g/100g

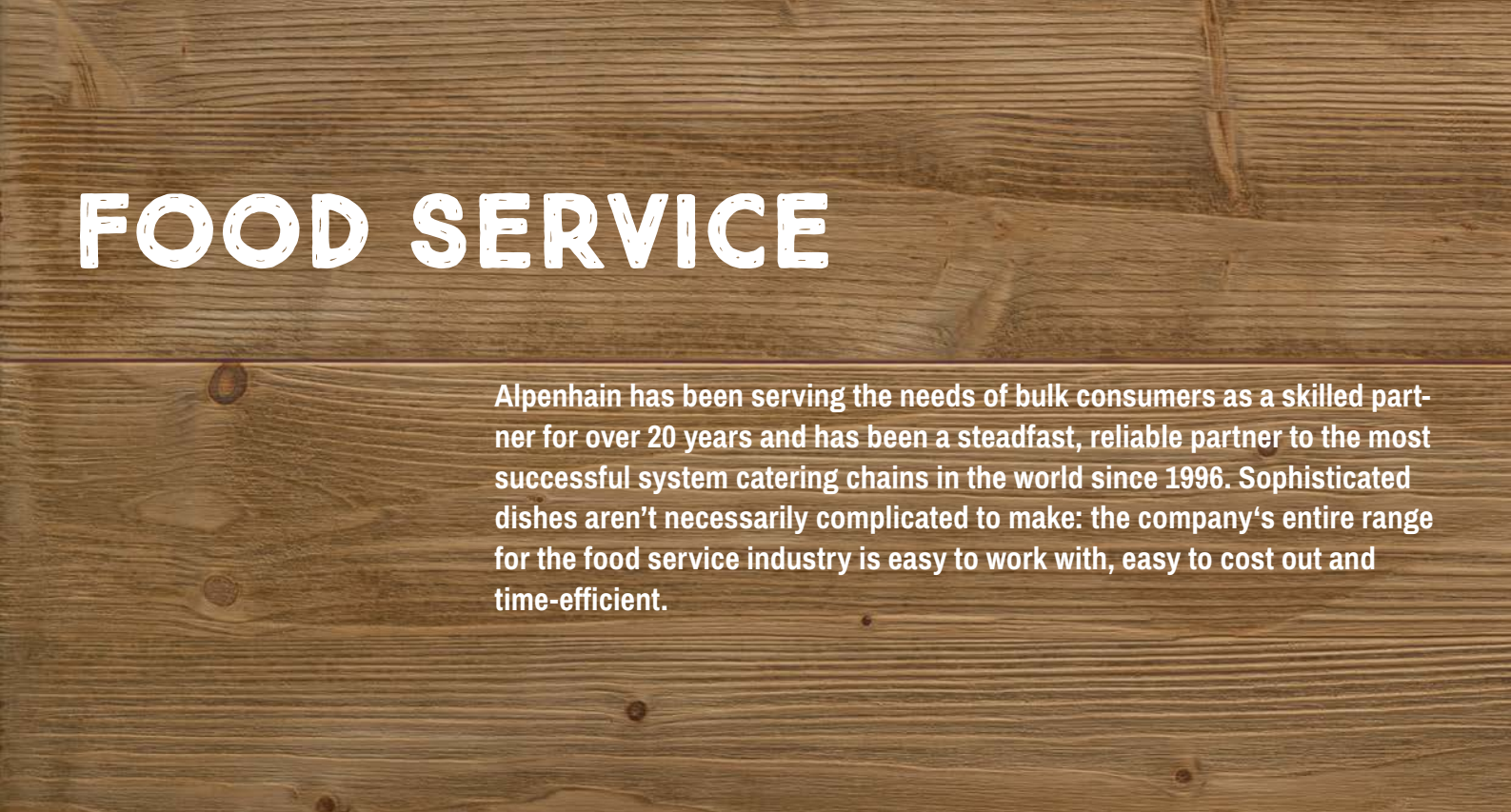
**vegetarian**

**QUALITY**  
**Alpenhain**  
**GUARANTEE**

**without added:**

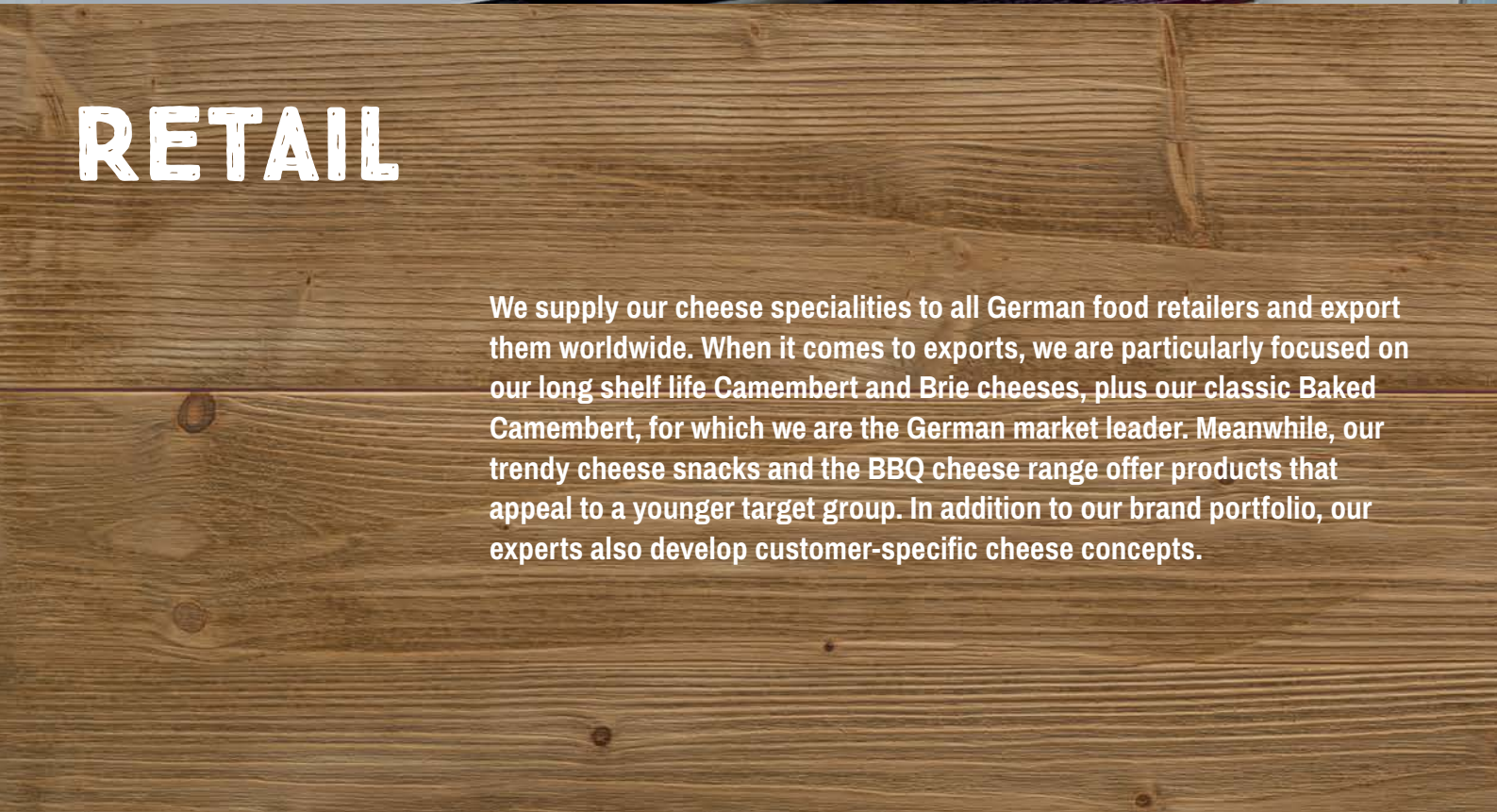
- flavour enhancers
- preservatives
- colourings

Serving Suggestion: Serve with  
Apfelsauce, Crème fraîche  
Tartarsoße oder -sauce



# FOOD SERVICE

Alpenhain has been serving the needs of bulk consumers as a skilled partner for over 20 years and has been a steadfast, reliable partner to the most successful system catering chains in the world since 1996. Sophisticated dishes aren't necessarily complicated to make: the company's entire range for the food service industry is easy to work with, easy to cost out and time-efficient.



# RETAIL

We supply our cheese specialities to all German food retailers and export them worldwide. When it comes to exports, we are particularly focused on our long shelf life Camembert and Brie cheeses, plus our classic Baked Camembert, for which we are the German market leader. Meanwhile, our trendy cheese snacks and the BBQ cheese range offer products that appeal to a younger target group. In addition to our brand portfolio, our experts also develop customer-specific cheese concepts.



# HOW WE DELIGHT OUR CUSTOMERS

This is how we delight our customers, whether if they are retailers, distributors, quick-service partners, bakeries or catering companies, all appreciate the diverse application possibilities, the uncomplicated handling and convenient preparation as well as the high reliability calculation of the high-quality cheese specialities from Alpenhain. Read on to and see for yourself!



“At FFT International we like working with Alpenhain. As one of the very few producers in the dairy industry they make products that meet the long shelf life requirements of our overseas (Asian) retail markets. Even in the most critical markets their products remain solid in quality, appearance and taste. We very much value Alpenhain as our long-term partner for business development in our markets.”

Robbert Hazelaar, CEO FFT International BV – The Netherlands & Asia



“With over 40 years of expertise in sales and marketing of chilled speciality products in the Irish Retail Market we recognise the quality, versatility, and sales potential of the Alpenhain brand portfolio. In our experience the Alpenhain baking cheese products are enjoyed over and over again by repeat customers which is important for us as a supplier.”

Paul Horgan, Horgan's Delicatessen Supplies Ltd. “finders of fine Foods” – Ireland



“Within a long-lasting and successful cooperation Bel Nordic is proud to be able to serve the Swedish retail business with delicious and high quality Alpenhain products. In a fast changing environment the Alpenhain Baked Camembert remains a highly appreciated and favorite treat among Swedish consumers.”

Tomas Wintmo, Country Manager Sweden at Bel Nordic AB – Sweden



“The Ardis Group company, as one of the biggest distributors of cheese products in the Ukrainian market, has experience in cooperation with the best European producers. Due to the marketing orientation, when choosing partners, we first of all look at the reviews of our customers. Alpenhain with its long shelf life Camembert and Brie products is recognized by Ukrainian buyers and occupies a worthy place in our assortment. All thanks to stable high quality and great taste!”

Konstantin Radetskiy, Manager of New Products Development at Ardis Group – Ukraine

## COMPETENT ADVICE AND SOPHISTICATED SUGGESTIONS TO MEET YOUR NEEDS

Our skilled international sales team takes care of retail and food service customers world-wide on an individual and customised basis, working with you to develop practice-oriented concepts. All this in order to delight the customers and consumers with innovative and practical ideas related to our cheese specialities. Our services include the following areas:



### Product presentation and application training

After comprehensive advice on the range and presentation of products, we provide our customers with long-term support, analyse their needs and show them examples of applications.



### Recipe development

Together with our in-house master chef, we provide you with inspiration for new and appealing recipes and tailor them to the needs of customers.



### Product development

In addition to our standard range, we also develop products that are specially tailored to customer requirements. For example, we adapt the volume, recipe, shape or preparation method for our cheese specialities to customer requirements.

## WE LOOK AFTER CUSTOMERS FROM THE FOLLOWING KEY AREAS:



Transport sector catering



Retail



System catering



Traditional catering

## WHY SHOULD YOU OPT FOR ALPENHAIN? WELL, THERE ARE PLENTY OF REASONS:

- Our foods are meat-free and vegetarian.
- Regional and sustainable: We obtain our milk from within a radius of 50 kilometres.
- Our products offer certainty in terms of preparation and cost, plus they're easy to work with.
- Our products are natural and genuine.
- We are a traditional family-owned company.



# OUR EMPLOYEES? THE BEST INGREDIENT NEXT TO FRESH ALPINE MILK.

Alpenhain has been a family-owned company since 1905 and is now in its fourth generation. We are also focused on the long term when it comes to our employees and place great value on extensive training, an open feedback culture, sustainable support and employee loyalty. Additionally, our location in Lehen, in the foothills of the Alps, offers plenty of scope for having fun outside work, with cities like Munich or Rosenheim within striking distance, not to mention the Chiemsee and the Alps. Would you like to get to know our friendly, hands-on team a bit better? Read on to learn about the exciting and varied jobs of some of our employees.



**“I LOVE THE VARIETY AND DAILY CHALLENGES OF MY WORK IN SALES AND GET ENTHUSED ABOUT IT EVERY DAY AFRESH. ALPENHAIN IS LIKE FAMILY TO ME!”**

Karl Niedermaier | National Key Account Manager

“What’s new at Alpenhain?” It’s a question that Karl Niedermaier has often answered over the course of his successful career at Alpenhain. He has been part of the long-established company for over 40 years. When he first joined, he worked as a sales representative for the food retail trade, and then as an area sales manager. These days, he is responsible for discount retail and Austria as a National Key Account Manager. Karl comes from a farm near Lehen that remains a dairy farmer for Alpenhain today.

**“I ENDEAVOUR TO PREPARE ALPENHAIN’S APPRENTICES AS THOROUGHLY AS POSSIBLE FOR THEIR PROFESSIONAL CAREER. I PUT GREAT EMPHASIS ON DIRECT EXCHANGE BETWEEN ALL PROFESSIONS, SUCH AS IN JOINT PROJECTS.”**

Julia Wagner | HR and Training Management

Thinking of a career at Alpenhain? Then Julia Wagner is the person to talk to. She began her career at Alpenhain in 2012 in the Accounting department, but has been working in Human Resources since 2016 as a Commercial Trainer. She is responsible for candidate management and the hiring of apprentices in a total of six areas. Many of the trained apprentices stay with the company as skilled workers and embark on a permanent job here, e.g. as a food technician, industrial clerk, industrial mechanic, dairy technologist, dairy laboratory technician or electronics technician for operating technology.



**“MY FATHER AND GRANDFATHER ONCE WORKED FOR ALPENHAIN AND NOW I’M THE THIRD GENERATION TO CONTINUE THE TRADITION. I’M VERY PROUD OF THAT.”**

Zeki Cindir | Shift Supervisor in the dairy

Spanning generations: Zeki Cindir has been working for Alpenhain since 1993 and also completed his training as a dairy specialist here. Before him, his grandfather and father were part of the long-established company. Zeki’s brother and brother-in-law are also current Alpenhain employees, so they’re all continuing the family tradition.

**“ALTHOUGH I WORK PART-TIME AT THE MOMENT DUE TO PARENTAL LEAVE, I HAVE A VARIED JOB THAT ALLOWS ME TO REALLY USE MY CREATIVITY TO THE FULL. I’M PROUD WHEN I CAN MEET THE NEEDS OF CUSTOMERS AND ULTIMATELY SEE ‘OUR’ PRODUCT BEING USED IN THE CATERING INDUSTRY.”**

Eva Hainzinger | Sales and Development QSR (quick-service restaurant)

We’re looking for creativity! Eva Hainzinger has a degree in food technology and has been working in various areas of development and sales at Alpenhain since 2008. She is responsible for the creation of new products that are used in international franchise chains. She works closely with customers to implement new products, from the initial idea and the first samples to the perfect cheese snack according to the customer’s requirements, which is then produced in large quantities at Alpenhain.



**“I REALLY APPRECIATE THE VARIED NATURE OF MY WORK AT ALPENHAIN. FROM DIRECT CONTACT WITH DAIRY FARMERS TO PRODUCTION PROCESSES AND SALES PROCESSES AND TRACKING MARKET EVENTS, I ENJOY EVERYTHING I DO.”**

Christoph Lodermeier | Head of Raw Materials Management

A ‘milk expert’ who gives his all: Since 2011, Christoph Lodermeier has been responsible for procuring milk as a raw material at Alpenhain and is responsible for the almost 90 million litres of this valuable key ingredient that are processed every year. He is personally acquainted with each of the roughly 250 farmers who are contracted to supply Alpenhain – all family businesses from the Bavarian foothills of the Alps, with an average of 40 cows. He advises the Alpenhain dairy farmers on milk production and quality.







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