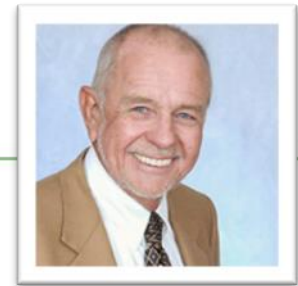




*We bake
with excellence!*



Bakery history in Verden

For three generations, we have been pampering people with our cookie and waffle creations. It all started on Grüne Straße in Verden an der Aller. Young Hans Freitag founded a bakery and confectioner's shop on August 12, 1946.

Two years later, he employed 30 people. The great breakthrough came in 1949, with the procurement of a steel belt oven. Since that time, the company has focused exclusively on the production of the tastiest cookies and waffle treats.

The Verdener Keks- und Waffelfabrik has always been a family operation. After the sudden death of her husband in 1960, Anita Freitag took over operations. In 1973, she handed it over to her son, Hans Freitag junior.

He followed his mother and then managed it for more than forty years. Today, his daughter Anita Freitag-Meyer is heading the family business in the third generation.

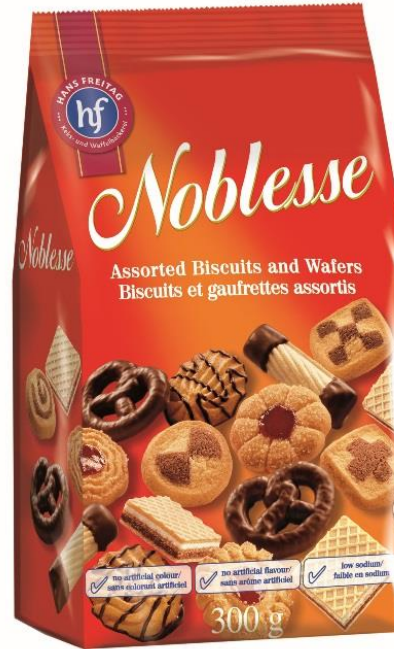


Hans Freitag (1946-2015):

»When I took over the company in 1973, I was just 27 years old. With great energy, I made it what it is today. I am proud and happy that I have been able to pass on my love of the company to my daughter.«



specialty
food
distributors



NEW



BRAND	ITEM	PACK/SIZE
HANS FREITAG	NOBLESE NOIR (DARK)	10/300 G
HANS FREITAG	DESIREE ASSORTED WAFERS	10/300 G
HANS FREITAG	NOBLESE ASSORTED BISCUITS AND WAFERS	10/300 G