

Friedrich Büse
Founder of Amidori

PEAS WITH SYSTEM

Amidori produces vegetable meat alternatives and controls the operation via an ERP system.

Water, pea protein and fibres, spices and spice extracts, rapeseed oil, oat flour, potato starch and salt – these are the basic ingredients for a soy-free meat alternative from Amidori Food Company. It was the master butcher Friedrich Büse, of all people, who came up with the idea for this promising product. In 2015 he founded Amidori in Stegaurach near Bamberg with the Wedel family.

"Our products help to reduce the consumption of natural resources," says Büse. Together with the Fraunhofer Institute for Process Engineering and Packaging, he developed a method for the production of plant-based food and built two production plants near Salzburg and Bamberg.

Winweb supplies the suitable ERP system winweb-food, which was designed, among other things, for the meat industry:

"Amidori has similar production steps and guidelines, for example for traceability, as a meat company," says Winweb Managing Director Willi von Berg, "it was therefore not so difficult for us to adapt to the special requirements."

Weighing, mixing, processing
First, the raw material orders are emailed

to the suppliers via the ERP system. In the production in Wals, Austria, the ingredients ordered from all over Europe are checked and provided with a batch number at goods receipt. The protein powder is then weighed, mixed with all ingredients and processed in the extruder with oil and water under heat and pressure.

After cooling down, natural products are cut from the raw material as strands or plates, reported as finished in the system and cooled or frozen. A forwarding agency delivers just in time from Austria to Stegaurach in order to be able to process customer orders appropriately.

Created, booked, provided

In Stegaurach, all goods receipts are recorded in winweb-food and production orders are created on the basis of stored recipes, which are booked in the goods preparation and made available for further processing. At the beginning and end of each process, the goods are weighed and labels are printed to accurately identify the contents of each crate.

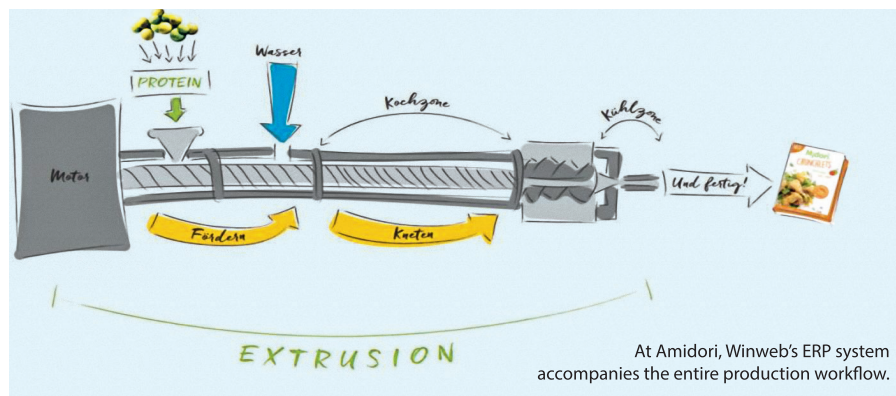
In production, the raw material is scanned and posted to the production lines, at the

end of which various variants are created: small-cut, minced meat-like alternatives, marinated products or meatless burgers in all variants. "We process our products the way our customers want us to, so we have to be very flexible and guarantee traceability," explains Christian Wicht, Head of Production, Engineering & IT. In winweb-food, detailed quality assurance tests are therefore defined, which must be documented and processed within the process chain and ensure the high quality requirements.

Packaged, inspected, shipped

In the clean room, the finished product is packed in thermoformed trays on a packaging line and checked by a metal detector. The packages are provided with a cardboard label, packed on pallets and sent to major customers in Scandinavia and Switzerland or delivered to an airline for the production of vegetarian dishes. Amidori has also been selling its meat alternatives to Rewe and Edeka in some regions for some months now and intends to be represented throughout Germany from 2020. "Even if taste, texture, mouthfeel and bite are similar to those of meat, this is not our motivation. That is our attitude to good food, to people, animals and the earth," says Friedrich Büse.

www.amidori.com
www.winweb.de
Isabel Melahn



At Amidori, Winweb's ERP system accompanies the entire production workflow.

Since 1997, the owner-operated, medium-sized firm Winweb Informationstechnologie GmbH, develops and distributes branch-specific ERP software for the meat industry. User-friendly innovation and short reaction times to sector requirements are the company's focal strengths. Already, more than 200 meat industry firms trust in the high level of specialisation and competence that the company's solutions provide. This is demonstrated by the recent Trovarit AG analysis, which once again recorded the highest levels of satisfaction from Winweb clients.

Winweb Informationstechnologie GmbH
Am Wiesenhang 8
52457 Aldenhoven
Tel. +49 2464 90991 0
Fax +49 2464 2026
www.winweb.de

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