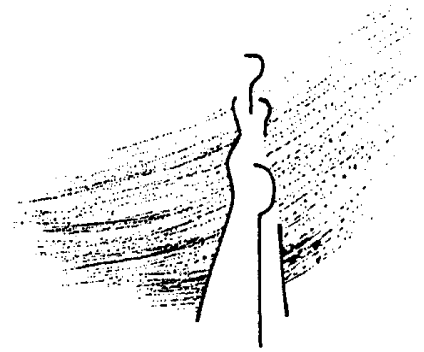


# Pressrelease

Berlin, 12.08.2010



## Eberhard Paech-Award 2010

Fredy Hiestand, Fredy's AG, Switzerland  
Stanley P. Cauvain, BakeTran, United Kingdom

Every three years the Eberhard Paech-Award is given to men of merits in science, technology, quality development, marketing, education and fine arts for bread and bakery products. Up to now exceptional life works were honoured.

This in 1970 from Eberhard Paech founded award shall create every time again fresh impetus for the basic food number one "bread". The value of the award is 10.000,00 €. If there are two winners of the award this will be divided. In addition to this the winner of the award will receive a special from an artist designed statue. All this is every time given to the winner of the award with a special arranged ceremony at a particular place in Berlin.

The independent jury is appointed from the directors of the Paech-Award-Organisation. These members of the jury, well known specialists of this industrial sector, determined two award winners for the year 2010.

In his baking career **Fredy Hiestand** was famous for the production of high-quality especially Swiss bakery products. Realisation of this quality idea for frozen bakery products has set milestones. From this starting point a crafts bakery he created a very successful, at the stock exchange quoted, international company. Today in his company Fredy's AG he works very careful in using special raw material qualities and regional raw materials as basis for the high quality of the produced bakery product assortment.

**Stanley P. Cauvain** works since around 50 years in field of milling- and bakery-technology. A long time of this he has determined the work of Flour Milling and Baking Research Association in Chorleywood apart of other themes in field of mixing especially vacuum-mixing. This work has a part of the worldwide big success of this special mixing technology for the production of toast-, sandwich- and bun-doughs. He wrote a lot of publications and books to this and other subjects. Up to now he has leading functions in several international organisations for cereal- and flour-processing.

The award will be given to **Fredy Hiestand and Stanley P. Cauvain** with a celebration at 29.10.2010 in the Villa of the Parliamentary Association in Berlin. At this ceremony around 200 leading people of this industrial sector and science and education from Germany, Austria, Switzerland, United Kingdom, France and other neighbouring countries will take part.

The award-celebration is organised from the Eberhard Paech-Award-Foundation and the Vereinigung Deutsche Backbranche e.V.. Information about the complete program of the ceremony will be sent out soon.

More information you can get from Eberhard Paech-Preis gGmbH, Pariser Str. 53, D-10719 Berlin, [info@eberhard-paech-preis.de](mailto:info@eberhard-paech-preis.de) or at [www.eberhard-paech-preis.de](http://www.eberhard-paech-preis.de).

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