

**Dr. Schär's holistic approach for uncompromising quality.
At the Glasgow plant, great attention is paid to the production process and the work-life balance.**

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“Quality comes first” sums up the approach to quality at Dr Schär, a world leader in gluten-free and special nutrition: a globally standardised process, localised in the 12 manufacturing plants, to maintain high quality, nutritional and safety standards in the finished products, which are available in more than 100 countries worldwide. A commitment in line with the company’s mission – to improve people’s lives –inside and outside the company.

For Dr. Schär, quality is a broad concept. The company pays close attention to ingredients, especially gluten-free grains, including minor crops such as millet, sorghum, and buckwheat, to offer a nutritious alternative to consumers and promote biodiversity. Dr. Schär has a transparent ‘accompanied’ value chain, which supports all phases of the chain, ensuring the best outcomes from raw materials and processes. Production processes meet the highest food safety and occupational health standards, and the company pays great attention to the environmental impact, reducing energy and water consumption and carbon dioxide emissions. A holistic approach also includes ongoing research and innovation, both in terms of the recipes, researched by nutritionists and food technologists and in the development of innovative production technologies, in collaboration with universities, suppliers and farmers.

“Quality starts from the smallest detail, and safety drives all its processes,” comments **Günther Augustin, Director of Global Quality Assurance at Dr. Schär** - *Our food products are essential for our consumers, which is why we carefully monitor every step of the process, from the field to the point of sale. Quality control teams are constantly working with production colleagues, to ensure that our products meet all requirements.”*

A strict, standardised and widely applied control system in all production hubs, makes it possible to avoid cross-contamination and manage allergens, a fundamental requirement for Schär gluten-free products.

“Our commitment to quality is all-encompassing, standardised and applied almost identically in all countries, precisely to give consumers the confidence that they are getting the best, no matter which product they buy and no matter which country they are in,” concludes **Hannes Berger, CEO of Dr. Schär.**



To be of quality, a product must not only be safe and pleasant to eat, it must also be good for the people eating it. **In 2021, Dr Schär proudly introduced a company-wide Quality Commitment programme to help guide new product development and reformulation projects.** The company’s aim is to balance and, where possible, increase fibre and reduce the amount of sugar, salt, saturated fats in its products without compromising taste and enjoyment, to help consumers eat a balanced, gluten-free diet.

Since 2021, **Dr Schär UK Ltd has been an active member of the Food and Drink Federation’s ‘Action on Fibre’ campaign.** The ethos of this initiative is to engage food manufacturers in proactively bridging the gap between UK fibre intakes and dietary recommendations. So far, the Company has actioned a number of fibre pledges including increasing the fibre content of its best-selling loaves; launching several new, high fibre products; providing engaging marketing content to

educate its consumers regarding the importance of fibre and encouraging colleagues to increase their daily fibre intake by providing free, healthy snacks on site.

At the Glasgow plant, which produces almost 3 million units per year, including Fresh Schär Gluten Free bread and employs 56 workers, quality also means ensuring a good work-life balance for employees. The company operates 11-hour shifts for 4 days on, 4 days off to allow employees longer time off between shifts, an option that is popular with employees and has kept the response to market demand adequate in terms of quantity and quality.

The Schär brand’s commitment to uncompromising premium quality is also at the heart of its new advertising campaign ‘Made with the best of us’, which has been on air since April and in which the company’s holistic approach is demonstrated by casting a number of employees as actors in the production playing their actual roles, within Dr. Schär corporate function.

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About Dr. Schär:

Our story began in 1922 in South Tyrol, the heart of the Alps, with a vision to improve the lives of people with special nutritional needs. Ever since the company was founded, proximity to the consumer has been our guiding commitment. Our core competence combines the specific, complex requirements placed on nutrition with joy and pleasure of life. Responsibility, progress and proximity are the values that give us our stability and reliability. We are a family-run company with a global reach, with 18 sites in 12 countries and 1,800 employees worldwide. Our products are available in over 100 countries.

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