

STUDY ON THE PRODUCTION CAPACITY OF A BAKERY UNIT AND ITS CORRELATION WITH CONSUMER DEMAND AND PREFERENCES

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Abstract

In recent years, Romanian consumers have been increasingly seeking healthy bakery products that provide a unique culinary experience or superior nutritional value. This trend has contributed to the development of small artisanal bakeries, highly appreciated by consumers, as they produce sourdough bread, wholemeal flour assortments, or additive-free recipes, thus meeting the demands of an educated and quality-oriented market. The aim of this paper was to analyze the production capacity of a modern bakery unit in Bucharest, in order to observe how production can be correlated with consumer demand and preferences. The daily production of the unit amounts to 2,410 kg of products, of which bread and bakery goods represent 87.6% (2,110 kg), while the remaining 12.5% (300 kg) consists of fresh pastry products. The assortment with the highest share in the unit's total production (41.5%) is represented by white bread, followed by intermediate bread with a share of approximately 20% of the total. The results of the physicochemical and microbiological analyses demonstrate that both the raw materials and the finished products meet the food safety requirements.

Key words: bakery, bakery products, flour, production capacity, pastry