



Artisan bakery providing heavenly and delicious authentic German cakes, cookies and breads, using all-natural, organic ingredients

Supermarket & Retailer talks to Maike Vandereydt-Speer, Managing Director, Black Forest Bakery



Welcome to Black Forest Bakery, where tradition meets taste! For nearly 50 years, our family-run, artisan German-South African bakery has delighted customers with authentic cakes, cookies, and breads. Using century-old recipes and all-natural, organic ingredients, our scratch bakers create treats that are always crafted with tradition and baked with passion.

S&R: What sets your company apart from competitors?

Black Forest Bakery stands out through its dedication to quality and tradition, hand-crafting authentic, flavourful baked goods, using fine ingredients and time-honoured techniques. As customer satisfaction is our priority, our sales and marketing team consistently go the extra mile to assist clients.

We are constantly in touch with new and innovative ideas and concepts from Germany.

S&R: How has your company evolved to maintain leadership?

Black Forest Bakery has evolved by blending traditional baking techniques with modern flavour innovations. We have always stuck to our principles and traditional way of German baking. Flexibility is our strength, as we can adapt to the special wishes of our clients. By embracing seasonal offerings and prioritising high-quality ingredients, the bakery continues to satisfy changing customer preferences.



Black Forest, the popular cake for special occasions

S&R: How does innovation play a role in your company's success?

Innovation is essential. By introducing unique flavours, seasonal specials, and experimenting with artisanal techniques, the bakery continually refreshes its offerings.

Signature innovations include Choc & Cranberry Hot Cross Buns, Strawberry Tarts replacing raspberries in summer, and Zwetschkuchen (Plum Tart in Jan/Feb). These offerings highlight how we balance traditional baking expertise with fresh, modern ideas.

S&R: What role does sustainability and social responsibility play in your company's overall strategy?

Sustainability and social responsibility are integral to our strategy. We prioritise sourcing locally, reducing waste (we make to order), and eco-friendly packaging. By supporting community initiatives and NGOs. Additionally, we actively give back to the community by donating money and baked goods to orphanages and organisations such as Olivers' House, Chubby Chums, Sea & Rescue, Animal Allies, and Little Eden.

S&R: What are the key challenges currently facing your industry?

The bakery industry has been facing challenges from rising ingredient costs and having to compete with bakeries offering low-quality cheap pre-mix breads. While fad diets and the gluten-free trend presents unique challenges, we recognise their relevance and are actively adapting. We have therefore realised that focusing on education together with new, fresh innovative marketing is one of our main priorities.



Brezel goods & caraway stick



Wheat-free-German Spelt (Schwaebisches Dinkelbrot)



S&R: How do you leverage technology to maintain a competitive edge?

By using digital systems to streamline sales and order management, ensuring we meet customer demand. This tech-driven approach allows us to maintain high standards and a competitive edge in the bakery industry.

As our emphasis is on traditional baking processes, we pride ourselves by the fact that all our breads, pastries and cakes are still hand crafted the old-fashioned way.

S&R: What investments is your company making to secure future growth?

We continuously invest in staff training to enhance product quality and efficiency. The bakery is expanding its product line with health-conscious options and developing partnerships with local suppliers, ensuring sustainable growth and an adaptable product range that meets evolving customer preferences.

S&R: How do you foster a culture of leadership?

At Black Forest Bakery, we cultivate a culture of leadership and innovation by encouraging team collaboration and creativity. Staff are empowered to share ideas, participate in product development, and receive continuous training. This supportive environment fosters growth, inspires innovation, and ensures our team remains passionate about delivering excellence.

Assorted cake slices & crumbles



S&R: In what ways does your company engage with customers to ensure you stay aligned with their evolving needs?

We actively engage with customers by gathering feedback through various channels, including in-store interactions, social media, and reviews. We regularly introduce new products based on customer input and seasonal trends, ensuring our offerings remain relevant and that we consistently meet their expectations for quality.

S&R: What is your vision for the company's future in the next 5–10 years?

Over the next 5–10 years, Black Forest Bakery aims to develop and expand a health-conscious product line while staying true to our core values of quality and tradition. Key milestones include achieving greater sustainability in operations and fostering a loyal customer base that values quality and tradition in every purchase.

Crafted with Tradition and always baked with Passion



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