

THE HUNGARIAN BAKERY PRODUCER, PÉKPONT, IS THE
LATEST ADDITION TO THE LA LORRAINE FAMILY,
AFTER THE MERGER IN 2022 WITH THE LOCAL LA LORRAINE
ORGANIZATION.

As one of the most significant locally-owned bakery manufacturer, Pékpont was also among the companies pioneering the bake-off category in the country. The company is well-known for a wide range of typical local sweet and savoury pastries, while in the breads category it is on a path similar to La Lorraine, focusing on premium, sourdough and added-value products. Part of its bread portfolio is already known on some of our export markets, and with the merger, we would like to present these excellent products to an even broader audience.



WHY BAKE-OFF?

ALWAYS FRESH

Bake what your customers want, whenever they want it. Seduce them with the scent of freshly baked products all day long. That's our bake-off philosophy.

CONSISTENT QUALITY

We help you offer more choice and consistent quality. We continuously adjust our recipes to keep up with the ever-changing consumer demand, sustainability requirements and, at the same time, never compromising taste.

CONVENIENCE GUARANTEED

With our bake-off assortment, you can offer delicious and freshly baked products in no time at all. That way you can focus on what's really important: your customers.

MINIMAL WASTE

Crowded or calm periods of the day? With our assortment, you can quickly respond to the needs of the moment. Avoid unnecessary waste and adjust your offer at any time of the day.