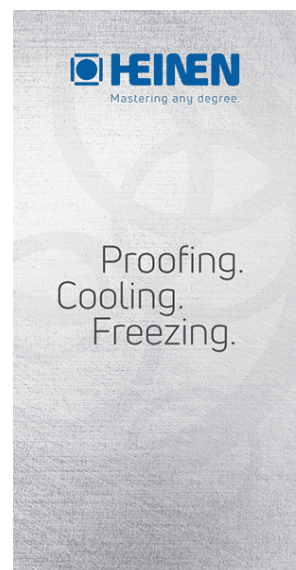




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Revolutionizing Convenience Food with KRONEN

🕒 December 5, 2024 📁 News



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Alzarro Dönerworld GmbH, a trailblazer in the food industry, is reshaping how consumers experience the beloved doner kebab.

The German company has introduced a groundbreaking take-and-bake version of the popular dish, enabling customers to purchase it fresh from refrigerated shelves and bake it conveniently at home.

In early 2024, Alzarro Dönerworld inaugurated a state-of-the-art production facility in Korbußen, Germany, marking the start of industrial-scale production for this



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novel product. At the heart of this operation lies KRONEN's advanced machinery, which facilitates the automated preparation of key ingredients.

The innovation, dubbed the "Dönerback," features a sealed dough pocket stuffed with chicken, sauce, and fresh vegetables, all meticulously prepared without preservatives. Available at major retailers' refrigerated sections, the Dönerback brings gourmet convenience to kitchens across Germany and Austria. The concept, patented by Alzarro's founder, Mustafa Demirkürek, underscores the company's commitment to quality and creativity.

KRONEN's food-processing technology is pivotal to this success, ensuring efficiency and precision in handling large volumes of lettuce, cabbage, onions, and tomatoes —essential components of the Dönerback.

The production process employs an array of KRONEN machines, including grid cutters, belt cutting machines, washing systems, spin dryers, and salad mixers. These technologies streamline the cutting, washing, and drying of vegetables and salad leaves, ensuring optimal freshness and consistency. Some machines are integrated into a comprehensive processing line tailored to Alzarro's needs, exemplifying modern food production's efficiency.

The collaboration between KRONEN and Alzarro Dönerworld illustrates the synergy of expertise. Drawing on KRONEN's extensive experience in industrial food processing and Alzarro's deep understanding of the doner kebab market, the two companies developed customized solutions to meet the production demands of this unique product.

"When selecting our machinery, reliability and high automation were critical factors," said Mustafa Demirkürek. "With our new production hall and these advanced machines, we can process large quantities efficiently while maintaining exceptional quality. This setup allows us to produce up to 250,000 kebabs daily, paving the way for expansion across Europe and beyond."

After a successful debut at the Grüne Woche exhibition in Berlin, the Dönerback entered German supermarkets in the summer of 2024, securing spots at Edeka, Kaufland, Globus, V-Markt, and Rewe, as well as Austria's Billa stores. Plans for further expansion include markets in Finland, the Netherlands, Norway, Sweden,



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Italy, Switzerland, Turkey, Denmark, and France. To ensure freshness, the kebabs are delivered to retailers on the day of production or the following day.

The Dönerback is the culmination of Demirkürek's 16-year journey, a period marked by relentless experimentation and refinement. Drawing on his extensive background as a doner kebab entrepreneur, he launched this innovative product to bridge the gap between traditional culinary heritage and modern consumer convenience.

With the Dönerback, Alzarro Dönerworld GmbH is setting a new benchmark in the food industry, combining tradition, innovation, and cutting-edge technology to deliver a product that resonates with today's consumers.

Find out more at: <https://www.kronen.eu/en/>

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