

New Plant Doubles Awrey's Production

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Take a 122 foot long and 12 foot wide oven, hook on a 350 foot bread production line and you can produce 5,400 loaves of bread an hour. Don't try this in your kitchen! It would never work.

However, if you happen to be Bob Awrey, you have already done this and more at a new baking plant at 12301 Farmington Rd. in Livonia.

Besides bread, the plant turns out more than 5,000 round and rectangular coffee cakes an hour from the coffee cake production line.

Awrey's headquarters and variety baking plant is at 5283 Tireman Ave. in Detroit.

The company's lines of cakes, cookies, pies, sweet rolls, doughnuts, and other products are made in the Tireman plant.

THE NEW PLANT doubles the total production of the bakery products ranging from 25 varieties of bread to more than 150 different kinds of layer cakes.

Right now it has two production lines running in Livonia: one for white bread, one for coffee cake.

In the near future, the company plans to add another bread production line in the present building which will enable the new plant to produce a variety of breads.

Both lines are highly automated. The plant's flexibility enables Awrey to produce many different types of Danish coffee cake without a halt in the production line operation.

This contrasts with other automated bakeries which must either gear production to a single

variety or stop the production line for extended periods.

The new plant is on a 26 acre site and cost \$6 million to build.

AS THE BAKING FIRM'S area of distribution expands, the new plant will be enlarged to more than three times its present size.

Today, the bakery operates four retail stores and has 245 outlets in supermarkets. Awrey products also are delivered directly to customers' homes through 156 home service routes.

Its frozen food section serves about 10 of the continental United States and its fresh department services all of the greater metropolitan area.

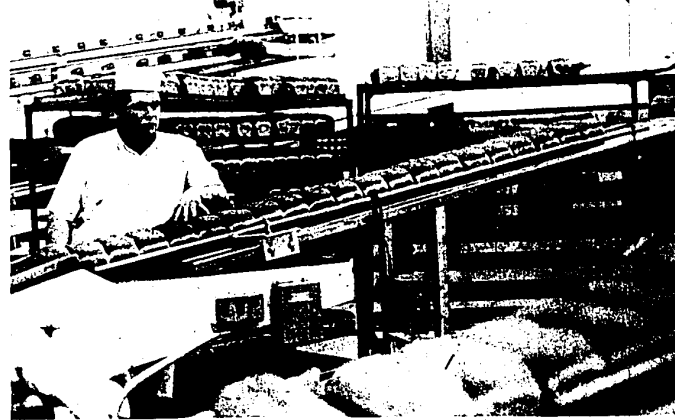
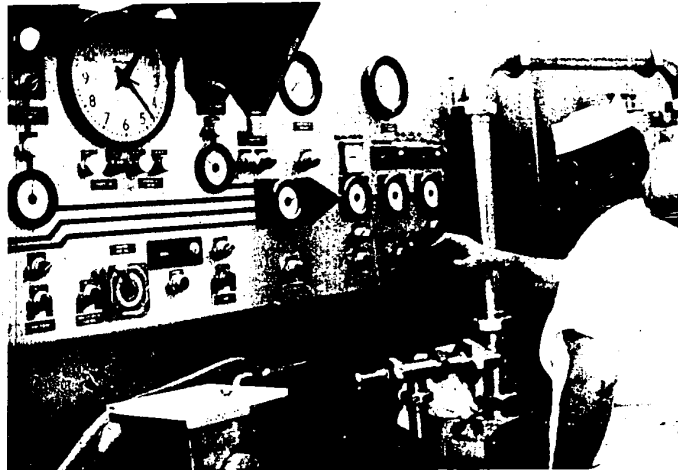
On a daily basis, the Livonia plant uses 10,000 pounds of shortening, 1,500 pounds of egg solids, and 1,500 pounds of milk solids, plus 2,500 pounds of yeast.

The bakery started in Mrs. Fletcher Awrey's kitchen at her Detroit home in the early 1900's. Mrs. Awrey was the grandmother of the present head of the firm.

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LEFT: Ingredients for the bread are automatically mixed by machine. Constant watching of the myriad of dials and switches is necessary to ensure that every loaf of bread meets stringent requirements.

ABOVE: The bread in the foreground has just left the oven. It twists and turns in order to give it time to cool before it is wrapped for shipment. In the background, the packaged bread is moving into the storage room to be put on trucks.

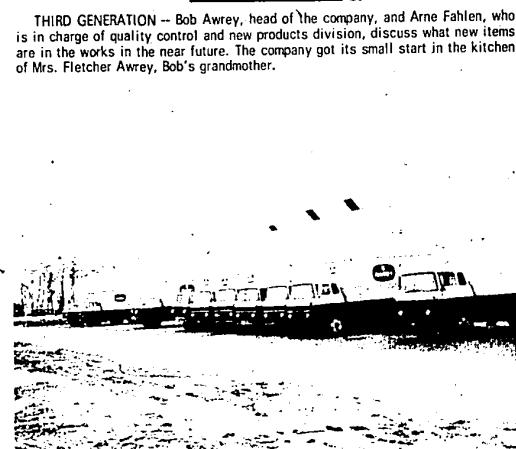
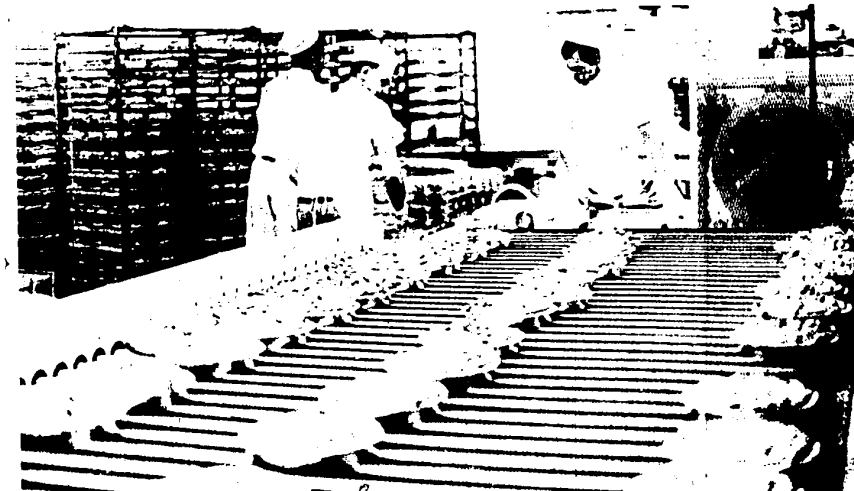


TOUCHED BY HUMAN HANDS: -- Machines can't do everything. Since so many different shaped coffee cakes are produced, it takes a little "tender loving care" on the coffee cake line to make sure everything looks and cooks just right.

SPEED IS ESSENCE: -- After the bread has properly cooled it is automatically sliced, and then each loaf is wrapped in a matter of seconds. This ensures that it will stay as fresh as possible for customers.



THIRD GENERATION: -- Bob Awrey, head of the company, and Arne Fahlen, who is in charge of quality control and new products division, discuss what new items are in the works in the near future. The company got its small start in the kitchen of Mrs. Fletcher Awrey, Bob's grandmother.



READY AND WAITING: -- Every day Awrey trucks take baked goods to four retail stores and 245 outlets in supermarkets. Airlines, restaurants, hospitals, employee feeding operations and other food service installations are served by another Awrey division. The company employs 1,800 people who bake, ship and sell Awrey products 24 hours a day.

5,000 AN HOUR: -- Round coffee cakes emerge from the oven and are put on racks to be frozen after a short cooling period. The new plant has not been completely automated yet.

Eventually the cakes will wind on an overhead conveyor much like the bread line.