



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

Market Entry Agent Search

Premium Pastry Products: Quality Since 1853



Description	HE-SCHU Konditorei-Erzeugnisse is a seventh-generation, family-owned German bakery producer based near Hamburg. The company specialises in premium, long-life pastry products for bakeries, patisseries, and the foodservice trade, combining traditional confectionery expertise with modern production standards. Its IFS-certified range includes choux pastry products such as cream puffs and éclairs, as well as shortcrust pastry tartlets, Baumkuchen, and sponge specialities. Designed with a shelf life of up to nine months, HE-SCHU's products allow customers to reduce storage losses, improve inventory planning, and benefit from more flexible logistics compared with chilled alternatives. With a focus on high-quality ingredients, reliable processing, and a broad product portfolio from a single source, HE-SCHU supplies bakeries, patisseries, cafés, and wholesalers across Germany and Scandinavia. The company is now seeking to expand its presence in the UK market.
Type of company	Manufacturer of premium, long-life pastry and confectionery products, including: • Cream puffs • Éclairs • Choux pastry products • Shortcrust pastry tartlets • Baumkuchen • Sponge cake shells • Macarons • Meringues
Target Industries	• Bakeries • Patisseries • Cafés • Pastry / bakery wholesalers • Foodservice distributors • Bakery purchasing cooperatives • Café and confectionery chains • Selected trading partners for bakery products

Competitive Advantages	+ Long Shelf Life: Products offer up to nine months' shelf life, enabling more flexible logistics and helping customers reduce inventory losses compared with chilled products. + IFS-Certified Production: HE-SCHU produces its pastry range according to recognised food safety and quality standards, giving customers confidence in reliable and consistent products. + High-Quality Ingredients: The company focuses on premium processing with carefully selected raw materials and a preference for natural ingredients wherever possible. + Broad Product Range from One Source: HE-SCHU offers a wide assortment of choux pastry and shortcrust pastry products, complemented by Germany specialty Baumkuchen and other sponge specialities. + Cross-Generational Expertise: As a seventh-generation family business, HE-SCHU combines long-standing bakery know-how with modern production processes. + Products Ready for Creative Finishing: The catalogue presents products such as tartlets, cream puffs, éclairs and pastry shells as versatile bases that can be filled, decorated and finished by bakeries, cafés and patisseries according to their own concepts.
Current Export Markets	HE-SCHU is currently active in Germany and Scandinavia, including Sweden, Finland, and Denmark. The company is now seeking to establish new partnerships and expand its pastry range into the British market.
Ideal UK Partner	The ideal UK partner will have an established network in pastry wholesale, foodservice distribution, and bakery purchasing cooperatives. With contacts among bakeries, patisseries, cafés, and café chains, they will know how to position HE-SCHU's long-life premium pastry products and build sustainable customer relationships in the UK market.
Website	https://heschu.de/

For application or further details, please contact:

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