

SABFATEK HISTORY



From idea to reality

Passion for Dough

Mankind knows many success stories of people who have followed their dreams with passion and have ultimately realized those dreams. And even when they tell a tale of doubts and risks, these stories somehow manage to inspire us. They offer considerable encouragement, break down human stereotypes, make us look afresh at the rudiments of economics, instill faith in ourselves, and generally promote forward thinking. Onwards and upwards!

A perfect example is the story of the birth and development of SABFATEK, a major confectionery and bakery producer in Uzbekistan and an official partner of FRITSCH GmbH. It is a story of unabated optimism and the perseverance and hard work that can overcome any challenges, whatever they may be. Before creating SABFATEK in 2001, the company's founder Shukurulla Fayzullaev had experienced his fair share of ups and downs, finding his feet in various lines of business, climbing the corporate ladder until reaching the well-earned position of director at a joint Uzbek-Italian manufacturer of potato chips and biscuits. When the shareholders summarily handed the director's chair, and the production facility he had worked so hard to build into something, over to an "insider", Shukurulla Fayzullaev realized he no longer had the strength or the desire to keep slaving away just to fill someone else's pockets. And it was then that he had his idea—the seemingly hopeless idea that had been bubbling away inside him the whole time—to start his own production facility. His very own! And a decent one at that!

His brother helped him with the first injection of capital, by handing over his life savings of 11,000 U.S. dollars. They began buying up equipment, found a talented confectioner and, through a process of trial and error, decided upon the product they would use to launch their business: gingerbread! Shukurulla Fayzullaev had a fond recollection of trying gingerbread of the kind back when he served in the army in Kiev, and they settled on this product, calling it



"Slavyanskiye". Gingerbread production began in 2001. No more than a year of hard work later, they started thinking about expansion and so went to see an exhibition in Moscow. It was there that they fell in love with the fabulous and stunning FRITSCH automated puff-pastry line. This technology opened up new horizons and new capabilities, and SABFATEK got to thinking about collaborating with Germany.

SABFATEK concluded its first contract with FRITSCH in 2003, just before spontaneously deciding to take part in a competition of the European Bank for Reconstruction and Development (EBRD). They had fancied their chances of coming in third place, but ended

up winning first prize instead, receiving 20,000 U.S. dollars and getting the chance to meet the EBRD President Jean Lemierre. At that point, the company founder felt it was finally safe to take a breather, and took his wife on a tour of Europe. Incidentally, it was during this trip that Shukurulla Fayzullaev got his inspiration to produce frozen puff pastry.



In 2005, SABFATEK started production of frozen puff and Danish pastry. "Muza" puff pastry created a real furor on the local market, and just three months after the launch of production everyone knew about it; little wonder, considering how much hard work and time these products could save in the home kitchen and for chefs in the HoReCa sector. It was nothing short of a sensation!

"Muza", frozen lagman noodles and katlama flatbread are still all-time favorites for their unrivaled quality and ease of preparation. SABFATEK currently produces about 60 tons of puff pastry a month, and figures like these speak for themselves! In addition to its frozen product line, SABFATEK produces 30 kinds of bread and 30 varieties of confectionery, none of which contain preservatives; such is the company policy. SABFATEK introduced a number of products onto the Uzbek market, such as chocolate gingerbread (yes, the very same gingerbread) with top-grade cocoa; and Uzbekistan had never seen anything like SABFATEK's pastry sticks and puff pastry palmeras before! Perhaps most noteworthy was their resurrection of the baking tradition of black bread, a cultural niche in its own right! Originally introduced from Russia in the 19th century, it became a part of Uzbek culinary culture. After the country gained independence, however, the product started disappearing from the shelves. SABFATEK now produces genuine black malt bread, with its indescribable taste and structure. The fermented malt they use even comes to Tashkent all the way from Bryansk in Russia! SABFATEK LLC is an important player in the Uzbek market, collaborating with the largest supermarket chain Korzinka.uz. The company supplies bread and baked goods not only to the capital but to all regions as well, even the remotest of them. At the same time, however, the company does its bit to uphold the standing of small businesses.

SABFATEK LLC currently holds a strong position with a well-organized corporate culture, actively recruiting young specialists into its ranks. In recent years, SABFATEK has hired several ambitious and enterprising individuals to managerial posts. We could not be more pleased to report that the first fruits of their labors are already there to see. On the whole, the company policy is to support its personnel in every sense of the word, and to maintain a family atmosphere in the business. It is said that the "soulless" don't last long at SABFATEK, while the conscientious and positive-thinkers stay for the long haul. After all, so much depends on the mood of the staff: the taste of the bread is not only down to the quality of the water, flour and sugar, but also to the energy invested by the person making it. The old saying goes: "When people make bread, the demons flee to the hills". And there is surely something in that.

Over the years of working together, the SABFATEK team has developed its own traditions and great camaraderie, celebrating weddings and other major occasions together. Shukurulla Fayzullaev feels great pride and happiness in being blessed with such a large, friendly team. Incidentally, the company now employs some 220 people, having started with only 5!



There are currently 10 FRITSCH installations in operation on the company's shop floors – 3 Easylines and 7 rolling machines. Over the years of working with this equipment, the company has proved many times over that it has made the right choice in choosing FRITSCH machines. SABFATEK's next plans include purchasing a large FRITSCH industrial line, which will involve new jobs, increased production, and an additional focus on exports. These decisions are motivating Shukurulla Fayzullaev to usher the company into a new stage of life. Recently, the company completed its rebranding, and SABFATEK now sports a trendy logo and packaging, bringing it in line with

contemporary demands. Furthermore, the structural management matrix of the company is undergoing active organization as the company brings its business into alignment with a socially-oriented, market-based model. Shukurulla Fayzullaev's business principle is clear: be a leader, not a follower. Always and in everything you do!

It is probably thanks to the founder's personal ideology that, in its 17 years of operation, SABFATEK has grown from only 72 square meters to four large shop floors equipped with various production lines, making us the largest bread and bakery producer in Uzbekistan. Our partnership with FRITSCH has transitioned into a genuine, strong friendship, full of team spirit and respect.

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