

# How Sweet it is!



## *Compressed Air and Brach's Confections.*

**Brach's Confections, Inc., is an American success story. What today is one of America's leading manufacturers of confections and fruit snacks began as a modest family business.**



In 1904, Emil Brach, his wife and two sons, Edwin and Frank, opened a small store at the corner of North Avenue and Towne Street in Chicago. They called their new business Brach's Palace of Sweets. The first product was caramels. Brach's original idea was to make them in the back of the store and sell them fresh in attractive displays out in front. His company produced such high quality caramels that soon he was selling them to department stores.

By 1909, production expanded to include coconut nougats and other hard candies. A year later, annual candy production had risen to 2.5 million pounds.

Emil Brach's expertise expanded beyond candy making into merchandising. For example, Brach's was the first candy company to introduce barrels as a unique way to gain display area in the stores, as well as boxes with glass covers to keep the candy fresh. Impressive display cases, involving candy stations where products were mixed and weighed in the store, soon followed. In 1958 Frank Brach introduced the Pick-a-Mix fixture so customers could select and mix their own selection of candies. (It's still in use today.)

This entrepreneurship paid off: a century after Emil Brach opened his Palace of Sweets in Chicago, the company he founded sells high quality candy and fruit snacks throughout the U.S., Canada, Mexico, the Caribbean, Central America and South America. Now a wholly

owned subsidiary of Barry Callegaut AG, the Brach's enterprise is managed from principal offices in Dallas, Texas.

### **Compressed Air in Candy Making**

It's been generations since Emil Brach was cooking caramel. Today's candy-making processes combine time-tested methods with modern industrial engineering. Bulk ingredients are cooked, molded into candy shapes in a mogul machine, and then cured and processed for packaging and distributed across the world.

At the company's operation in Winona, Minnesota, a work force of 120 people makes Brach's gummy bears, gummy worms, and fruit snacks. According to plant general manager Larry Stuart, approximately 250,000 pounds of sugar and 400,000 pounds of corn syrup are



used each week, and over the course of a year the Winona factory turns out nearly 30 million pounds of gummy and fruit snacks.

"Air compressors are an important part of the cooking and packaging processes," Stuart explains. In Winona, Brach's produces food-grade process air using five Atlas Copco compressors:

- one 200 hp GA 160FF
- two 200 hp GAU 1407 for base loads
- one 100 hp GAU 100
- one 30 hp GA 122 for trim and weekend loads

Air is cleaned through a pair of refrigerated air dryers and a series of high efficiency main line filters. Food grade lubricant is utilized. This compressed air system provides clean, dry air for processes including product blow off, aeration, pneumatic controls, dust collection, and bag blow offs.

### Clean and Reliable

"In a food industry like this," says Stuart, "we have to be impeccably clean and reliable.



Our Atlas Copco system delivers. Fifteen years ago we learned about Atlas Copco with the help of Clayhill. Atlas Copco compressors had all the things we wanted including innovative design, energy efficiency, and dependability. We have had excellent success with the entire compressed air system and have enjoyed a long relationship with both Clayhill and Atlas Copco."

One factor that is important to the ongoing reliability of industrial air compressors is a program of regular maintenance. The staff at Brach's Winona plant conducts their own daily maintenance checks on the compressors and Clayhill performs the annual comprehensive service.

### A Little Sweetness

Brach's describes its treats as "products that provide fun for the entire family." While air compressors are not typically first in mind when the topic is family fun, Atlas Copco draws some quiet satisfaction in the knowledge that our products are at work adding a little sweetness to the world.

### Some Peppermint History

No one knows who exactly invented the use of stripes in peppermint, but Christmas cards prior to 1900 show only all-white candy canes, and cards after that date show illustrations of striped canes. Around that time, candy-makers like Brach's began adding peppermint and spearmint flavors to their candies – and those flavors became traditional favorites.



*Brach's Confections, Inc., is the leading manufacturer of fresh loose candy in the U.S.; a leading manufacturer of staple (everyday) candy and seasonal (Halloween, Christmas, Valentine's, and Easter) candy; and the fastest-growing fruit snacks company in the U.S.*

*Clayhill is the authorized distributor Atlas Copco products and services for in Minnesota.*