

Estonia

Local Development

A bakery and patisserie in rural Estonia used CAP funds through the LEADER measure to realise a series of investments, making the business more competitive and attractive to customers.

Summary

A bakery and patisserie, managed by a young entrepreneur, used funds through the LEADER measure to modernise and increase its competitiveness. Through three subsequent LEADER projects, the owner-manager of Popsi Kitchen upgraded her appliances and increased the electrical capacity of the building to handle increased production capacity. She also renovated the historic façade of the building in order to preserve it and increase the attractiveness of her business.



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Location

Abja-Paluoja

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local development

Measure

M19 – LEADER/CLLD

Funding

Total budget 26 219.31 (EUR)

EAFRD 12 019.14 (EUR)

National/Regional 3 004.86

(EUR)

Private 11 195.31 (EUR)

Project duration

2016 – 2022

Project promoter

OÜ Kirnu

Email

kirnu15@gmail.com

Website

www.facebook.com/PopsiKook/

Project Results

Thanks to these investments, Popsi Kitchen has become one of the best-known manufacturers of culinary, bakery and confectionery products in Viljandimaa, Southern Estonia. Popsi Kitchen is also considered an important tourist attraction of the region, where passers-by as well as tourist groups stop.

The bakery has secured jobs for another six women, all under 40 years of age.

Lessons & Recommendations

□ N/A

Context

Popsi Kitchen is a small bakery housed in one of the oldest buildings in Abja-Paluoja. For the last 12 years, they have been producing high-quality fresh pastries and pies, as well as a range of culinary and confectionery products.

After eight years, the bakery's 28-year-old owner was keen to grow her business but faced several challenges: the building itself was in need of renovation; the bakery's equipment was old and in frequent need of repair; and the building's electrical system was not able to support an increase in the volume of production.

Objectives

This project aimed to make investments in order to modernise and increase the competitiveness of a rural business.

Activities

The modernisation of the bakery was realised in three stages, each financed through its own separate RDP-funded project:

The first project took place in 2016 and concerned the purchase of new kitchen. RDP support was used to acquire industrial machinery, including a gas stove with an oven, a meat grinder, a universal dough mixer, two large refrigerators and a dishwasher. A new electrical system was installed to power the new equipment and production capacity was thus increased.

The second investment took place in 2017 to improve the exterior of the building, aiming on the one hand to maintain the value of the historic structure, and on the other, to make the business more attractive for its customers.

The third project was realised in 2020-2022. It financed the acquisition of additional kitchen appliances, such as a blast chiller, a large oven for baking, an electric stove, two large refrigerators and a big dough rolling machine. The new equipment has significantly increased the company's production volumes and has also improved the working conditions for its employees.

Main Results

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