

A pair of hands is shown from a top-down perspective, sifting a fine cloud of white flour into the air. Below the hands, a large, round, golden-brown loaf of bread sits on a wooden surface, also dusted with flour. The background is dark, making the white flour stand out. The overall mood is artisanal and focused on the craft of baking.

Röcken Wagner

BAKERY

Artisan  
Chef-to-Table  
Breads

**R**  
Röcken Wagner  
BAKERY



## Born in our restaurant, baked in yours.

Röckenwagner Bakery understands the needs of chefs because we're run by one. Our founder, Hans Röckenwagner, is a classically trained chef who has helmed acclaimed restaurants in Germany, Switzerland, Chicago, and Los Angeles. He is renowned for combining contemporary cooking styles and traditional techniques with the highest quality ingredients.



Chef Hans has translated his understanding of restaurants and food-service into a Bakery attuned to meet their needs. He has created Röckenwagner Bakery with a relentless focus on innovation, quality, and freshness. His delicious breads and baked goods are crafted in a state-of-the-art baking facility in Los Angeles. Here, our team creates exceptional artisan breads and baked goods, 24 hours a day.

A portrait of Hans Röckenwagner, a middle-aged man with short brown hair and a friendly smile, wearing a dark blue button-down shirt. He is standing with his arms crossed against a light-colored, textured wall.

**HANS  
RÖCKENWAGNER**  
FOUNDER

The trailblazing German native opened his first restaurant, Röckenwagner, in 1985 on Abbot Kinney Boulevard in Venice, California—years before the street was named the “coolest block in America” by GQ.

Identifying the need for finer artisan breads for the food industry, Hans recruited certified master bakers from Europe to make the breads and breakfast pastries that became the cornerstone of his restaurants and cafés. As the products gained in popularity and demand, Hans began selling in farmers markets throughout Southern California, opened neighborhood cafés and bakeries, and started a small wholesale line. In 2006, he expanded operations, opening a full-scale Bakery facility in the heart of Los Angeles.

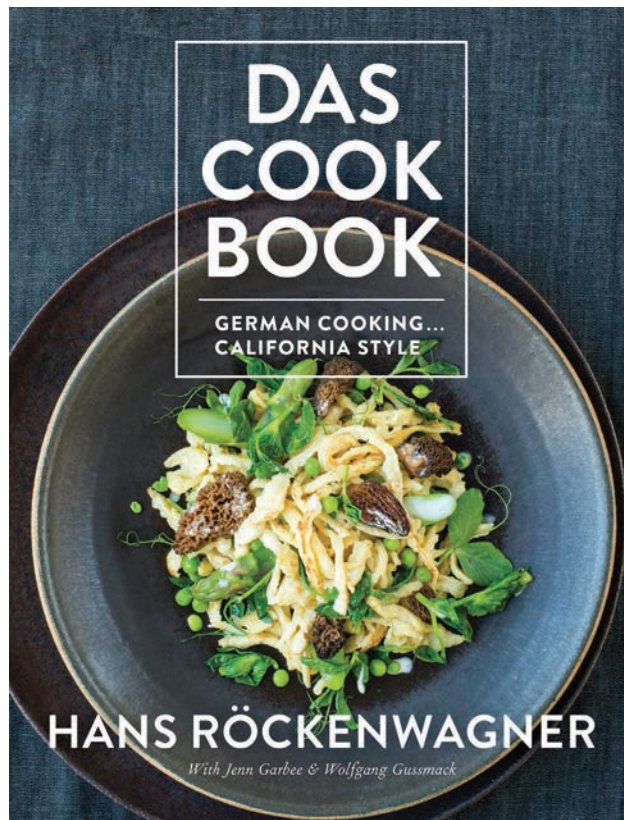
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## Kitchen creativity through the years.

Hans Röckenwagner has always been a step ahead of the rest—from opening restaurants in up-and-coming neighborhoods to offering creative and innovative dishes at each of his locations. When he couldn't find the right bread to complement his dishes, Hans started a Bakery in a corner of his restaurant, where his now-famous brioche loaves and pretzel breads were born. That Bakery quickly became the go-to bread supplier for high-end restaurants and chefs all over Los Angeles and evolved into the premier wholesale Bakery in California.



- 1983** Hans Röckenwagner is recruited as executive chef of Le Perroquet, one of Chicago's most acclaimed fine-dining restaurants of that time.
- 1985** At the tender age of 24, Hans opens his flagship restaurant, Röckenwagner, on Abbot Kinney in Venice, where he drew diners from all over L.A. with his home-made brioche bread.
- 1991** Establishes his first wholesale Bakery business with 20 clients, including Arnold Schwarzenegger's restaurant, Schatzi, on Main and Brentwood Country Club.
- 2000** Named one of America's best restaurants by *Gourmet Magazine*.
- 2006** Opens first standalone Bakery production facility in Culver City.
- 2008** Named Bakery supplier to Whole Foods, securing region-wide distribution for fresh pastries and sandwich breads.
- 2009** Expanded Bakery operations to 20,000-square-foot facility in the heart of L.A.—the first of four major expansions in as many years.
- 2012** Wins multi-year contract with Peet's Coffee to service its 40+ stores in Southern California.
- 2016** Launched statewide partnership with Mendocino Farms.
- 2018** Added Cheesecake Factory, one of the largest global restaurant brands in the world, to a growing premium national client list.
- 2021** Launched second 20,000-square-foot artisan Bakery, also in the heart of L.A.



## Committed to Craft and Excellence

### WORLD-CLASS FACILITIES AND TEAM

Röckenwagner Bakery operates two 20,000-square-foot facilities in the heart of Los Angeles that run 24/7. To oversee operations, Hans has recruited experts from the worlds of baking, operations, procurement, research and development, food safety, and facilities management.

### UNCOMPROMISING FLAVOR

There is a kitchen at the center of Röckenwagner Bakery to encourage experimentation with new flavors, techniques, and creations. Our baked goods are not only tempting and gorgeous, they are delicious.

### QUALITY AND CONSISTENCY

Taking a page from Hans's kitchen playbook, the Bakery only uses the highest quality ingredients for its pastries, breads, and pretzels. Our baked goods are consistently recognized as the best in their class.

### NATIONAL DISTRIBUTION WITH A CUSTOMER FOCUS

Our superb production and delivery methods mean your first-order experience will be seamless no matter where you're located in the U.S., just like every order that follows. We pride ourselves on being responsive to clients near and far, whether fine-tuning recipes to fit specific needs or partnering to develop new products.





## Bread for Everybody, Anytime

We believe bread should always be on the menu. We offer breads for every occasion and for every palate—whether it’s vegan buns for the plant-based foodie grabbing lunch, par-baked bread for the home chef throwing an impromptu dinner party, or grab-and-go items for breakfast lovers on the move. Our pretzel buns elevate burgers, our sourdough bread boules make hearty vessels for soups and stews, and our brioche buns and artisan bread upgrade any breadbasket. Try our authentic German pretzels plain or add cheese or mustard and enjoy with a beer—they’re a delicious snack either way. For those with a sweet tooth, we offer pastries, muffins, scones, and Danishes, including vegan and wheat-free options.

## Partner With Us

Each of our client partnerships is unique, and we will work closely with you to develop offerings that are tailored to your customers and delivered on a schedule that is perfectly synced to your operations. We look forward to helping your menu expand and your business grow.





**CORPORATE BAKERY**

5462 W. ADAMS BLVD.  
LOS ANGELES, CA 90016

**BAKERY & CAFÉ**

12835 WASHINGTON BLVD.  
MAR VISTA, CA 90066

ORDERS@ROCKENWAGNER.COM  
ROCKENWAGNER.COM

-  @ROCKENWAGNER
-  @THEROCKENWAGNER
-  @ROCKENWAGNERBAKERY
-  @RÖCKENWAGNER-BAKERY

