



# DIRECT-TO-CONSUMER SALES - *For Farmers*





A dramatic landscape photograph featuring a dirt road that curves through a green field towards a single, large, dark tree. The sky is filled with heavy, textured clouds, with light breaking through in places, creating a high-contrast, moody atmosphere. The overall tone is somber yet hopeful, suggesting a journey or a path forward.

# THE WAY TO ADD VALUE TO YOUR PRODUCTS

**PROCESSING AND ENRICHING YOUR RAW PRODUCTS ADDS VALUE AND OFFERS NEW SALES OPPORTUNITIES. WE WILL SHOW YOU HOW TO DEVELOP AND PRODUCE PRODUCTS THAT WILL BE BEST-SELLERS.**

For a long time consumers were drawn to cheap groceries, rather than high quality products.

Several scandals in the food industry over the past decades and the Covid-19 Pandemic made consumers question their buying and eating behavior.

Today regional, handmade products, decalred as high quality products are more demanded than ever. A win-win situation, both for grocery stores and consumers.

But what about the farmers themselves? For years they have been delivering highest-quality milk, meat, fruits and vegetables getting steadily declining prices in return.

**IT'S TIME TO START PROFITING FROM YOUR OWN PRODUCTS AGAIN.**

Florian Rischewski



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*„It is not enough to know the price  
of a thing. What is important is  
to know its value.“*

Rudi Rischewski  
Founder



Florian Rischewski

Marc Rischewski

# OUR FATHER WAS A FARMER

...maybe just because of that or even more be-  
cause of that.

The fact that we now build machines for agricul-  
tural producers and are well established in this  
market also pleases our father in particular.

After all, our company founder was a farmer  
himself before his career as „KälteRudi“ himself.

As the eldest son, he inherited his parents' farm  
and, in addition to several acres of fields and  
forests, he also had horses, pigs, chickens, bees  
and, of course, dairy cows.

He rebuilt this farm in the hard post-war years  
and had to leave it to the Polish state for  
political reasons in the late 1950s.

This period and work have strongly influenced  
him, us and his subsequent developments.

**Because his „Mixing-cooking-rapid-cooling-  
kettles“ today called pasteurizers, were on one  
hand rock-solid and straightforward, on the ot-  
her hand, they were far ahead of their time.**

Almost 60 years ago, we were already fast,  
environmentally friendly, low in fuel  
consumption and made everyday work  
much easier and more ergonomic.

Values that are still the hallmark  
of our inventions to this day.



# A LOT OF TRUTH



FOR MORE THAN 20 YEARS FLORIAN RISCHESKI HAS BEEN ADVISING AGRICULTURAL PRODUCERS IN THE GERMAN SPEAKING AREA AND HAS ENCOUNTERED THE SAME CONCERNS OVER AND OVER AGAIN.

## DAIRY FARMS MORE AND MORE UNDER PRESSURE

Thus, the classic dairy farm is under increasing pressure and, unfortunately, all too often opts for the path of the mass. More cows, larger barns, full automation... In individual cases, this can be the right way, but there are also alternatives:

## THE CHALLENGE

All this is possible, but: for everything you need space, the device and time. Often space is not a problem, equipment is accepted as the means to an end, but the issue of time is generally underestimated. People like to pretend that all these things do themselves magically without any effort and that they are actually a money printing machine that will finally help you to make big money out of your milk.

Especially the latter is still claimed by a Dutch concept provider in the field of ice cream.

## EVERYTHING PREMIUM BUT STILL WORTH NOTHING?

Retailers are reaping huge profits with premium products made from hay milk, grass-fed milk, or milk from mountain farms. The consumer pays high prices for optimized packaging and good marketing.

So far so good, but:

What do you get out of it?

For years, you've been delivering top-quality milk to the dairy, and get lower milk money every time.

## THERE ARE ALTERNATIVES

One of them is to develop from a pure delivery company to a producer and to market its own milk itself and that in all areas.

- Milk filling station for raw milk
- Consumer fresh milk in regional milk filling stations and bottled for end-customers and in buckets for the regional catering trade.
- Yogurt and fruit yogurt
- Fresh cheese in sweet and savory varieties
- Hard cheese and soft cheese
- And of course ice cream

## THE TRUTH

I would like to shed some light on this topic from my point of view:

Whatever you do with your milk: It will be exhausting and the most difficult thing about it, is certainly not to create the spaces and produce the products in good quality! NO!

The most difficult thing will be to find the market for these products and to work on it. Sales on the regional weekly market and in the own farm store are good and profitable, but also labor-intensive. labor-intensive. And not everyone likes to stand in front of the customer and can deal with this difficult clientele properly.

## A GOOD SALESPERSON

And this is where a wonderful trend has developed in recent years: The marketing of one's own products via vending machines. These enable 24-hour opening hours with low staffing levels.

For your customer, this means absolute flexibility and round-the-clock availability of your products. And that's not all: experience has shown that when they are already there, they take advantage of the entire range and buy significantly more than they had planned.

For example, at a regional poultry farm that „actually“ only wanted to sell its eggs and a little grilled meat from its own animals, we now have several hundred euros in additional sales every day with products from neighboring farms in the form of potatoes, pork for grilling, wine, butter, cheese and jam.

In plain language: sales on your own doorstep, low personnel costs, opening hours around the clock, no travel costs, no delivery vehicles.

## ARE STANDARD CONCEPTS OR FRANCHISE REALLY A SOLUTION?

Now only the very important aspect of the production time needs to be addressed:

The previously mentioned Dutch concept provider in the field of ice cream will gladly sell you a complete concept with ready-made recipes and quite great marketing ideas. However, the technology in the package is anything but efficient. And so you will have the problem that when the whole marketing works, you simply can't keep up with the production. Initially, the problem with more working hours. Unfortunately, this is at the expense of your family and health. So at some point you have to reinvest.

Then you upgrade the package and ... the groundhog says hello every day!

## WHAT REALLY WORKS

We would recommend a different way for you:

Suited to your individual life situation, your business, your ideas and wishes, we recommend efficient manufacturing and distribution technology in combination with individual training to enable you to work self-determined and successfully. Of course, if you wish, we can also provide you with contacts to suppliers for packaging materials and ingredients.

And NO: You are not contractually bound to any suppliers or recipes. You decide completely freely! So that the added value for you also stays yours.

## DEFENDING THE ICE CREAM

Last but not least, I would like to defend ice cream production: Here milk is not taken away, as in cheese making; on the contrary: Here milk is refined into a regional product with over 70% milk content. If desired, with 100% regional products and a very high contribution margin. This actually means: „More added value from your milk“.

And the great thing about the technology: it can do much more.

In addition to ice cream, yogurt, quark, cheese, mixed milk drinks, drinking milk, fruit preparations, jams, jellies, fruit juice, egg liqueur and and and are possible.

Creating more value with the same technology.



# THE PASTEURIZER WITH APPROVAL



TUM  
TECHNISCHE  
UNIVERSITÄT  
MÜNCHEN

ZIEL  
Zentralinstitut für  
Ernährungs- und  
Lebensmittelforschung

Prüfstelle für landwirtschaftliche Maschinen und Anlagen

Abteilung Technologie  
Univ.-Prof. Dr.-Ing. Ulrich Kulczak

Bericht über die  
technische Begutachtung der Erhitzungsanlage vom Typ  
**Kälte Rudi® Pasteurisierer**  
unter Berücksichtigung der Prüfrichtlinien für  
Milch-Dauererhitzer

W-ED 01/06

**Hersteller**  
Kälte Rudi, Marcus Rischewski KG  
Dieselstr. 5-7  
75210 Keltern-Dietlingen

The DIBASE Pasteur has the legal approval for the production of drinking milk, as well as for ice cream production according to DIN 11488.

**A further cost-intensive acceptance or certification of the pasteurizer is not necessary.**

Everything is taken care of already.



# THE PASTEURIZER, THAT CAN SIMPLY DO MORE



The investment in a DIBASE or DITHERM pasteurizer is not a product-specific one.

The versatility of use in different areas of food processing amortizes the purchase much faster.

Usable in dairy, cheese factory, ice cream kitchen, bakery, confectionery, catering, production kitchen...and more.





# PURCHASE VS. IN-HOUSE PRODUCTION

In addition to the own production of other products, products that were previously purchased can of course also be produced in-house.

An example of this, especially in the dairy industry, are the fruit preparations for your yogurt.

Save money and produce individual fruit preparations yourself. The pasteurizer transforms any fruit, whether from your own cultivation or purchased frozen puree, into individual, inexpensive and easy-to-process fruit preparations.

Depending on purchasing conditions, producing your own fruit can save more than 50% and is simple.

In addition to the savings, you also impress with individuality, flexibility and seasonality.



# THE ICE CREAM THAT IS MORE



Packed portions and family packs, open sale as scoop ice cream or as a cup variety, Ice cream cakes for various occasions, Popsicles in many different forms, ice cream in glass, ice cream desserts, ice cream pralines, granita, sorbet, sherbet, spumone...

**EVERYTHING IN ONE MACHINE**



# FOR THE SAKE OF THE ENVIRONMENT



In contrast to the usual milk pasteurizer, the DIBASE only generates refrigeration when it is needed.

This efficient and environmentally friendly technology makes it more flexible and more usable.

As a result, up to 12 pasteurization processes can be realized per day.

Moreover, no additional machine room is needed and usually no structural changes are required.





# PRODUCTS WITH ADDED VALUE

In addition to ice cream, the DI-BASE can also be used for drinking milk, yogurt, drinking yogurt, drinking chocolate, whey drinks, iced tea, cheese, fruit juice, jelly, fruit sauces, cream soups, broths, egg liqueur, pasteurized egg, dessert sauces, panna cotta, salad dressing, ...



... and many other liquid products can be made.

In addition, the DITHERM can also be used for all viscous products such as pudding, choux, sponge cake, goulash, bolognese, chili, meatballs, spreads, herb butter, chutneys, relish, hollandaise, fruit fillings, groats, salads, meatballs, vegetarian patties ... can be made.





# FILLING TECHNOLOGY FOR ADDED VALUE

The filling machine can of course do more than portion ice cream.

In addition to cold products, hot products can certainly also be filled.

Ice cream, curd cheese, curd cheese, cream, meringue, layer cheese, cream cheese, vanilla cream, yogurt, jam, soup, sauce, goulash, stew....



As a table-top machine or as a stand-alone unit with hydraulic lifter for ergonomic filling.



# THE ICE CREAM MACHINE

THE ICE CREAM MACHINE IS THE  
HEART OF YOUR PRODUCTION



THE COMBO MACHINE  
PASTEURIZES AND  
FREEZES IN ONE MACHINE



I doubt the world holds a more  
exciting surprise for anyone  
than their first adventure  
with ice cream.

Heywood Broun



Name: DICOM Series 4  
Start of the project : 1996  
Serial production: 1999  
Place of birth: Keltern-Germany  
Code name: diametro glacies apparatus,  
Diagonal ice turbine,  
Material: 90% stainless steel, 7% copper, 3% other  
Designer: Marc RISCHEWSKI

THE DICOM DIAGONAL ICE CREAM MACHINE IS THE  
LEADING OF ALL ICE CREAM MACHINES

It combines a solid construction with modern technology,  
craftsmanship and love for perfectly-made ice cream.

Thanks to these elements and a construction refined into  
the last detail and an intuitive usage, the production of ice  
cream and sorbet, will be pleasant and simple.

- ✓ Dynamic
- ✓ Intelligent consistency
- ✓ management
- ✓ Flexible
- ✓ Intuitive to use
- ✓ 100% customizable
- Simplified cleaning

## SPECIAL SKILLS

All models are able to produce ice cream from 1.5 liters of mix up to 16 liters with the same  
result. Perfect, dry and smooth ice cream.

This way, your machine will be with you all year round in your laboratory.  
The spiral blade transforms your ice mixes into a particularly creamy ice cream, with a  
pleasant melting feeling in the mouth.



RESULTS THAT WILL  
TAKE YOUR BREATH AWAY



High speed: from 25  
seconds/per liter of mix  
Capacity: up to 16 liters  
per load



The ergonomic construction of the machine  
allows fatigue-free working and will protect  
your back



# THE PASTEURIZER

1964

**RUDOLF RISCHEWSKI**  
Farmer and Founder of  
**KÄLTE RUDI**

INVENTOR of the first  
square pasteurizer in the  
world and until today the  
only one with cyclic bain-  
marie.

**UNIQUE  
SELLING  
PROPOSITION**



INTEGRATED TAP FLUSHING



**NOT LIKE THAT EVERYWHERE!**

Type testing included.  
All models are certified by  
the Technical University of  
Munich.

No expensive and time-con-  
suming individual certification.



Name : DIBASE Serie 6  
Start of the project : 1963  
Serial production : 1964  
Place of birth : Bad kreutznach-Germany  
Code name: ferventi ollae et concitantem  
refrigerationem rapidisque, pasteurizer  
Material: 90% stainless steel, 7% copper, 3% other  
Designer : Rudolph RISCHEWSKI

THE DIBASE IS THE FIRST PASTEURIZER IN THE  
WORLD, UNTIL TODAY, WITH A RECTANGULAR TANK  
WITH A CYCLIC WATER BATH.

This unique system makes it flexible, efficient, more  
economical and takes good care of your milk. Not only for  
your ice cream mixes but also for all other liquid products.

- ✓ Flexible capacity
- ✓ Gentle heating and cooling
- ✓ Perfect emulsion
- ✓ The mix does not stick
- ✓ HACCP Automatic protocol
- ✓ Easy maintenance and cleaning
- ✓ Automatic cleaning tap and rinsing  
shower

## UNIQUE PERFORMANCE

The blender, which can rotate up to 3000 rpm, works silently, and reduces your mix without  
lumps, obtaining a perfect emulsion. Thus you save a lot of manual work. The cyclic water  
bath enhances the natural aroma of your milk and cream, and avoids any burning or freezing  
of your product.

Automated processes ensure consistent quality and ease of operation. Solid construction with  
quality materials, designed for easy daily cleaning and maintenance.



## RESULTS THAT WILL TAKE YOUR BREATH AWAY



Hot and cold cycle time:  
60 minutes per load

Capacity:  
from 45 to 600 liters



Thanks to a variable height and depth, your  
machine adapts to your environment and your  
physical shape



# THE COOK & CHILL KETTLE

REMARKABLY DIFFERENT!



THROUGH THICK & THIN



JELLY



FARM YOGURT



ALSO AVAILABLE IN BIGGER UNITS  
UP TO 500 KG



SWEET & SALTY



Name: DITHERM Serie 4  
Project start: 1988  
Serial production: 1990  
Place of birth: Keltern-Germany  
Code name: ferventi ollae et concitantem  
refrigerationem rapidisque, pasto-cuiseur  
Material: 90% stainless steel, 7% copper, 3% other  
Designer: Marc RISCHESKI

THE DITHERM IS THE FIRST ROUND PASTRY COOKER FROM KALTE RUDI AND SO FAR THE ONLY ONE WITH A CYCLIC BAIN-MARIE.

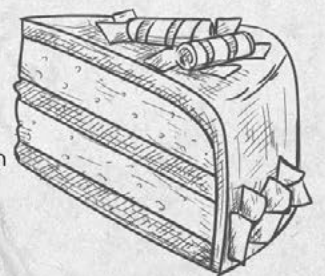
This unique system allows for variable use, reduced production times, while protecting the food. Today it is unthinkable to work without this device in commercial kitchens, pastry shops, bakeries, and traditional kitchens. It adapts perfectly to your sweet or savoury, liquid or consistent preparations.

## UNIQUE PERFORMANCE

The visibly different tank allows for multiple uses and simplifies your work. A high performance machine that still preserves the quality of your food. The optional silent blender, available at up to 3000 rpm, can be used at any time. It brings you perfect emulsions.

Automated processes ensure consistent quality and ease of use. Solid construction with quality materials, designed for easy daily cleaning and maintenance.

- ✓ Flexible capacity from 10 to 100
- ✓ Fast heating and cooling
- ✓ The mix does not stick
- ✓ HACCP automatic protocol
- ✓ Easy maintenance and cleaning
- ✓ Automatic tap cleaning and rinsing shower



RESULTS THAT WILL  
TAKE YOUR BREATH AWAY



Cycle time:  
60 minutes per load  
Capacity:  
from 40 to 500 liters



Thanks to a variable height and depth, your machine adapts to your environment and your morphology. A range of identical machines with different dimensions



# THE SALES ASSISTANTS

## VENDING MACHINES

enable 24h availability of your products to the customer. In our flexible society, a welcomed advantage, which otherwise only gas stations offer.



**365 days 24/7 around the clock.**

Flexible loading and available as a cooling machine for dairy products, fruit, meat... but also as a freezer variant for everything frozen. The design? Individual, of course.

## THE SALES TRAILER

A real buddy in the market. Whether as a sales stand at the weekly market or on the farm, as an event mobile for street parties and club celebrations, or as a birthday or wedding surprise.



The use of the Buddy is just as diverse, as its equipment and design. Planned, built and equipped from scratch for your needs.





# SEMINARS AND INTENSIVE TRAINING

## **WE SHOW YOU HOW IT'S DONE**

Everyone can sell.

But in our seminars and training courses, we also show you exactly how to make the products inside.

This is not about machine operation and „open bag, pour hot water on it“, NO.

Individual training courses, which are adapted according to previous knowledge, are just as much a part of our daily routine as structured seminars in small groups with fixed teaching content. If you wish, we will accompany your project all the way to recipes made especially for you. Completely according to your wishes.

## **EXPERT ADVICE**

### **INSTEAD OF SALES TALK**

Our technical consultants from all different application areas are all masters of their profession. Bakers, confectioners, cooks, ice cream makers...

**Of course we live from sales, anything else would be a lie.**

But we put a detailed needs analysis and consultation before the sale, thus optimizing your benefits.



# AUTONOMY INSTEAD OF FRANCHISING

*That's not how  
the wind blows*

Anyone who wants to start their own sales business today often plays with the idea of buying into concepts or joining franchise models.

Their marketing is not asleep either.

It is suggested that there is a kind of guarantee of success, with high returns, without much effort on the part of the customer.

**Quite honestly: That's not how the wind blows!**

Especially when it comes to milk processing into ice cream, the yield side is clearly influenced by the production concept you choose.

By investing a small amount of time in training, you become independent and drive healthy yields with your own strategy.



# FUNDING AND INCENTIVES

Many state and federal funds are available each year to subsidize your project.

Up to 50% investment grants could be achieved depending on the region and project.

In addition, we offer customized financing concepts that simplify the investment .

## MACHINE FINANCING



ICE CREAM MACHINE

## WORRY FREE STARTER PACK ICE CREAM MACHINE & PASTEURIZER



+







*It is not the farm that makes the farmer-but love, hard work and character.*

4

*Just like you*

And because each character is unique, there are no one-size-fits-all solutions! No standard concept and no franchise. But individually developed sustainable solutions with your own regional products, tastes, flavors and designs.



# ON ALL CHANNELS

REGULARLY NEW RECIPES

Follow us on Instagram and Facebook



You're not sure if our machines can solve your problems?

Ask our experts!

YOU CAN ALSO REACH US THROUGH  
WHATSAPP  
FAST, DIRECT & WITHOUT COMPLICATIONS  
+49 151 446 686 83



LIFEHACKS

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HACKS



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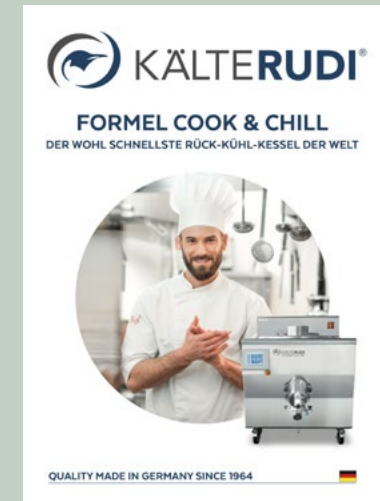
[Info@kaelte-rudi.de](mailto:Info@kaelte-rudi.de)



OUR  
CATALOGUE

JUST ORDER  
IT

THE SPECIAL  
COOK & CHILL CATALOGUE



OUR HOMEPAGE





# SUCCESS STORIES



I brought the idea of making ice cream all the way from America. There are many farms there that make their own ice cream. That inspired me.

We had Italian machines before and then switched to Kälte Rudi.

**The German workmanship made a big difference, and I wouldn't want to miss it today.**

But: the work will not do itself.  
In addition to good technology and reliable support, you also need a lot of heart and soul and stamina.

Jens und Julia Griesel  
Griesels Milchhof  
DE-34281 Gudensberg-Obervorschütz



We were looking for a suitable way to increase the added value of our own milk at that time.  
So we decided to enter into ice cream production in 2012 and found our way to Kälte Rudi.  
With Kälte Rudi we have found a competent, German partner.  
**Especially Florian Rischewski stands by our side with his super support, not only in terms of machines but with words and deeds.**

Marcus Schecke Speiseeisherstellung  
Hof Sonnenberg  
DE-63619 Bad Orb



We made our first attempts with organic ice cream production already back in 2005.  
The demand for our BIO ice cream was increasing constantly and in 2011 we were looking for solid equipment for our production.

**So we came to Kälte Rudi and we immediately felt like we were in good hands. Thank you for the professional support both with the recipes and the technical challenges.**

Sylvia und Gerhard Stadler  
Stadler Biohof KG  
Krien 40  
AT-4134 Putzleinsdorf



What began 20 years ago with the establishment of a small farm cheese factory, now culminates with the ownership of a Kälte Rudi ice cream machine. Inspired by a course of the VHM, it was clear to me at that time: The one from Kälte-Rudi or none.

After an ice course on site, everyone was „infected“ by the ice virus.  
The great thing was that the machine was delivered and we were able to start production right away - there is plenty of milk on a dairy farm with 70 dairy cows. Even if a question arises, Florian is always helpful, his recipes are just super delicious.

Due to the new products, many new customers have found their way to our farm shop and the Hofcafe, especially young families.  
But also the older visitors are so enthusiastic, that they take the ice cream from Kassel to Berlin as a delicacy for their relatives. To sum it up, we can only say: The refinement of the farm milk, through this ice cream machine, gives the milk the value that the milk has deserved for decades.

Familie Jütte, Hofkäserei & Hofcafe  
DE-34233 Fulda







MADE IN GERMANY SINCE 1964

KÄLTE RUDI GMBH & CO. KG  
INFO@KAELTE-RUDI.DE  
WWW.KAELTE-RUDI.DE

DIESELSTRASSE 5-7  
75210 KELTERN - DIETLINGEN  
DEUTSCHLAND

ÄNDERUNGEN UND DRUCKFEHLER VORBEHALTEN / ABBILDUNGEN UNVERBINDLICH / 2020-10-28\_V002\_DE / 100\_WPD