

SKIN Good Practice Recording Template

Krchlebské koláče - Krchleby cakes	
Author(s)	Sarka Horakova (WIRELESSINFO)
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<u>Quality Attributes:</u> gourmet, superior taste, nutrition value; <u>Values - Social Sustainability:</u> Connection between producers and consumers
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>Efficiencies:</u> Management of small product quantities
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>Internal:</u> Contractual agreements between producers/ between chain partners
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Efficiency:</u> Effective ordering system
EIP Practice Abstract Format:	Short description of the 'good practice':
Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Helena Konopíková - Krchlebske cakes is an good example of successful business and gradual engagement of the entire family - mother, father, son and daughter. The cake factory and the shop were built in a family house.</p> <p>The recipe was received by Mrs. Konopikova from her mother-in-law. It first began with production in its kitchen, but later the kitchen was small, so she adapted her business to the lower floor of the family house. Cakes are also delivered to the surrounding towns and regions to order. They work with local suppliers of local raw materials - egg, cottage cheese milk, high quality flour from a local mill.</p> <p>In the shop was newly opened a small place where you can enjoy coffee, tea and, of course, Krchlebské cakes.</p>
	Main results/outcomes of the activity (expected or final):
	It is a regional product that excels in its taste, quality and beautiful decoration. Tourists from all over the world look for it as a Czech speciality and serve as an adornment to the Pilsen region's exhibitions in Europe. For her family, Helena Konopikova, a family business in a small West Bohemian village, has been a successful business for almost twenty years.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

Cakes are a traditional dish of the region, however this product excels in innovative recipe and quality. This good practice is an example of a functioning family business, as well as close cooperation with local suppliers of raw materials (cottage, eggs, flour, poppyseed).

Further information/Reference:

<http://www.krchlebskekolace.cz/>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided. ☒

Stručný popis 'dobré praxe':

"Helena Konopíková - Krchlebské koláče" jsou ukázkovým příkladem úspěšného podnikání a postupného zapojení do rodinného podnikání celé rodiny - matky, otce, syna a dcery. Tato výroba koláčů a obchod jsou umístěny v rodinném domku.

Recept získala paní Konopíková od své tchyně. Nejprve začala s výrobou ve své kuchyni, ale později byla kuchyně malá, takže umístila své podnikání do spodního patra rodinného domu. Koláče jsou dodávány i do okolních měst a regionů na objednávku. Spolupracují s okolními dodavateli, kteří dodávají lokální suroviny - vejce, tvaroh, vysoce kvalitní mouka z místního mlýna.

V prodejně byla nově otevřena malá kavárna, kde si můžete vychutnat kávu, čaj a samozřejmě Krchlebské koláče.

Hlavní výsledky/výstupy činnosti (očekávané nebo konečné):

Jedná se o regionální produkt, který vyniká svou chutí, kvalitou a krásným zdobením. Turisté z celého světa koláče vyhledávají jako českou specialitu, a tím tyto produkty přispívají k věhlasu plzeňského regionu v Evropě. Rodinná firma Heleny Konopíkové je v malé západočeské vesnici úspěšná již téměř dvacet let.

Hlavní praktické doporučení: Jaká by byla hlavní přidaná hodnota/přínos nebo příležitosti konečnému uživateli, pokud by byly vytvořené znalosti realizovány? Jak může odborník využít výsledků?

Koláče jsou tradičním pokrmem pro tento region, tento výrobek ovšem vyniká inovativním receptem a kvalitou. Tento příklad dobré praxe je ukázkou fungujícího rodinného bysnyu a také úzké spolupráce s místními dodavateli surovin (tvaroh, vejce, mouka, mák).

Další informace/Reference:

<http://www.krchlebskekolace.cz/>

<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls</u>: Businesswoman all the time adheres to the principle that the quality of cakes must be constantly high - domestic, as from mother! The cakes are greased with cottage cheese, hand-painted with poppy and plum jam, sprinkled with almonds and raisins. They are original, they are served with cream with rum and decorated with whipped cream. Krclebs cakes taste to customers from all over the Czech Republic as well as from abroad. Best advertising is the personal recommendation of satisfied customers.</p> <p><u>Puzzles</u>: Successful business first brought envy of the closest neighborhood. Also, getting a number of awards has brought them advertising and visibility, but paradoxically caused frequent checks, so they do not even sign up for some competitions. It was difficult to find local suppliers of quality raw materials, they had to experiment a lot - for example, a quark of good consistency is obtained from a mini-dairy in a nearby town, quality flour from the local miller.</p> <p><u>Proposals</u>: Positive motivation for people to start their own business. Fewer bureaucratic regulations and controls that discourage people from doing own business. Link more local producers of raw materials for better cooperation. Raise awareness of local products.</p>
<p>What needs did the 'good practice' respond to?</p>	<p>When a product is regional, something extraordinary and extra-quality, customers start to know and buy this product and prefer it to standard products. They are willing to pay a higher price for quality and the fact that they will support local entrepreneurs.</p>
<p>Methodology Used:</p>	<p>Desk - based research, Interview</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors</u>: producer. <u>Stakeholders</u>: consumers, tourists</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>Workshop 1: Fresh Produce</p>
<p>Sectors</p>	<p>Processed Other</p>
<p>Region, Country</p>	<p>Czech Republic, Pilsen Region</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	

*See SKIN Good Practice 'Hot Topics' Directory

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