

Hug Bakery, Zurich (Switzerland)

Case Study



The Hug Bakery was founded in Lucerne, Switzerland, when Josef Hug-Meyer, who was later to lend the Hug rusk (or Zwieback) his name, started a bakery back in 1877. Even today the company is family-owned and is now in its fifth generation. Hug maintains 10 branches throughout Switzerland, of which the latest was opened in the Birmersdorferstrasse in Zurich in 2013.

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