



Right: From left to right: Helma Detmers, partner Mestemacher group, Albert Detmers, managing partner Mestemacher group, the artist Shirin Donia, Fritz Detmers, managing partner Mestemacher group, Prof. Dr. Ulrike Detmers, partner and member of the management Mestemacher group.



Mestemacher

A lifestyle bakery with social responsibility

Mestemacher has been a specialist bread maker for more than 140 years – pumpernickel or whole grain breads, sliced or in small round forms as a base for canapés. The bakery is also a pioneer in promoting gender equality in the workplace.

TEXT: JESSICA HOLZHAUSEN | PHOTOS: MESTEMACHER

Mestemacher was founded in 1871 as a small village bakery in Gütersloh (North Rhine-Westphalia). Since then, the bakery has achieved acclaim for its Pumpernickel and wholegrain breads as well as for its international bakery products.

The bakery takes responsibility for the entire baking process, working directly from the grain right up to the packaging of the freshly baked bread. For the wholegrain rye bread, the rye grains are grinded in the bakery's own mill. The dough is filled into long metal forms for baking and after cooling the bread is cut into slices and packed into special airtight foil to be pasteurised under a low temperature. This meticulous process ensures that the bread, when unopened, stays fresh for half a year without needing to add any preservatives.

The Pumpernickel, a speciality from Westphalia, is baked in a special steam cabin for at least 20 hours. Pumpernickel is possibly the most well-known German bread speciality, but it is not the only Mestemacher product which is sold internationally. Baked in a steam cabin, just like the traditional Westphalia wholemeal bread, it has an aromatic and nutty taste and is served without a crust. Other crusty breads have additional ingredients like pumpkin seeds, sunflower seeds or almonds. Mestemacher produces wholewheat rolls as well as pita breads, kebabs, naan and pizza breads that can easily be heated up in a toaster.

Mestemacher's business success can be put down to its wide variety of products on offer. In 2012 Mestemacher generated 128 million Euros in sales and 24 per cent of their products are exported.

Currently there are 523 people employed by the bakery. Quality and partnership are highly respected values, and the equality of men and women is of the utmost importance. "We encourage and promote the compatibility of family and career. 40 per cent of our top managers are women," says Prof. Dr. Ulrike Detmers, shareholder and member of Mestemacher's executive board. To meet their aims, Mestemacher decided to honour fathers for their outstanding work in childcare and household management because "children, kitchen and career are a man's business," and so they created an award. Besides this fathers' award, Mestemacher has introduced awards for top female managers and the company donates money to childcare centres with a gender-democratic approach.

www.mestemacher.de