

Mestemacher

1871

Mestemacher GmbH specialises in wholemeal bread and pumpernickel and is headquartered in Gütersloh, Westphalia. The owner-managed family enterprise in the 1st generation is a world market leader in unopened particularly long-life wholemeal bread. In 2014, the 572 employees of the Group generated a turnover of around 145 million euros, 24 per cent of which was achieved abroad.

The international renown of Germany applies not only to automobiles and beer; at least as well known is the typical German bread culture. German brown and wholemeal bread is generally regarded as varied, healthy and wholesome, so it is not surprising that the dark gold of the Germans is a popular export product worldwide.

The Mestemacher industrial bakery in Gütersloh, Westphalia has made a name for itself in the area of hygienically packed whole grain bread, pumpernickel and international specialty breads, generating a total of around 145 million euros in sales with its bread and bakery products in 2014. In addition to whole grain breads and selected international specialty breads, there are also more than 30 frozen cakes in the range.

The flagship product is the Westphalian pumpernickel, which is distinguished by its light sweetness, its dark colour and long shelf life in unopened packages. It is made of 60 per cent whole grain rye and does not contain any other grains. The special feature of Mestemacher is the extremely long baking time of up to 20 hours in the steam oven at a relatively low baking temperature of 100° Celsius - a challenge to the experience and fine judgement of the bakers. If the bread is packed locally in foil and pasteurised directly after baking, it can be kept for at least six months; in the can, it tastes fresh and delicious even after two years. The regionally protected specialty has long lost its unpretentious image: it goes just as well with Sushi

as it does with mozzarella, and is nowadays a delicious addition to many gourmet buffets. The reputation of the Westphalian bread has even spread to Japan, but also the other products from the Mestemacher assortment, such as whole grain breads, organic breads, mueslis and toast bread are popular abroad. Around 25 per cent of the production is exported and sold to the final consumer in nearly 90 countries around the world.

The Mestemacher Group is run by the board of directors comprising the owners Albert, Prof. Dr. Ulrike and Fritz Detmers. They are assisted by a third-party management. Helma Detmers is a shareholder. Besides Mestemacher GmbH, the Mestemacher Group comprises four other subsidiaries headquartered in Lippstadt, Bielefeld and Aerzen, and in Poznan, Poland.

With a completely new brand identity achieved through an emotional staging of the packaging design and a repositioning of the product range, the family-run company is on the road to success. It has become a niche supplier whose products can be found alongside those of full-range suppliers in almost all retail food stores. "Wholemeal bread with multiple benefits" is the magic word in corporate communications because the baked goods are perfectly tailored to today's consumers who want to eat healthy products rich in fibre, lead an active lifestyle and appreciate a long shelf life and storability. The forward-thinking and pioneering spirit of the owners is also reflected in the early introduction of organic breads, and the move towards



The headquarters of Mestemacher in the Westphalian city of Gütersloh

Chronology

- 1904 Master baker Fritz Detmers opens the village bakery Detmers in Bielefeld-Jöllenbeck.
- 1910 Wilhelm Mestemacher establishes a bakery specialising in pumpernickel.
- 1927 Fritz Detmers begins packing sliced pumpernickel and wholemeal bread in tinfoil.
- 1985 The two Detmers families acquire Mestemacher GmbH.
- 1994 Artists are commissioned to create the lunchbox edition “Panem et Artes” under the Mestemacher brand.
- 2013 Mestemacher is represented in over 80 countries around the world and is a world market leader in packaged specialty breads (unopened) with a long shelf life.



The classic: Mestemacher pumpernickel

ethnic food specialties such as pita and naan bread. Mestemacher has been promoting artists since 1994 with the bread and art edition “Panem et Artes”, lunchboxes designed exclusively for Mestemacher.

The company’s management has also been actively involved for many years in current socio-political topics such as equality between women and men and work-life balance. As a social sponsor, Mestemacher awards different prizes each year: since 2002 the OECONOMIA for the Manageress of the Year, and since 2006 for the Father of the Year, et al. As a role model for society, the company is today leading the way with 40 per cent of its management posts filled by women.

The issue of environmental protection and sustainability is also a concern for Mestemacher. Recently, the entire power supply in Gütersloh was converted and investments were made in a new and efficient combined heat and power unit which greatly minimises CO₂ emissions. Another power plant is to be built this year at the Aerzen site. In addition, the company aims to counteract the wastage and disposal of bread by introducing smaller packaging sizes and by adapting to the changing social structures that give rise to an increasing number of single- and two-person households.

Overall, more than 570 people are now employed by the Mestemacher Group, which is located at four sites. The main hub remains the founding headquarters in Gütersloh, which will gain in significance as a result of the construction of the administrative centre earmarked for this year. Mestemacher intends to use most of the investments

planned for 2015, amounting to 7.1 million euros, to build the centre. For the coming financial year, the company’s management plans to be more conservative, expecting only a moderate rise in sales from 145 million to 146 million euros. Nevertheless, the Mestemacher Group is optimistic about the future because the demographic change attracts a growing health awareness, and health education is increasingly becoming a focus of interest at educational institutions. Thus the demand for healthy whole grain products in the coming years is certain to remain stable or increase. For the Westphalian industrial bakery with socio-political aspirations, these are good prospects in every respect.



Albert Detmers, managing partner, Prof. Dr. Ulrike Detmers, partner and member of the central management, Helma Detmers, partner, Fritz Detmers, managing director (r.t.l.)



Lactose- and yeast-free wholemeal bread which can also be consumed by vegans.

Mestemacher GmbH
Am Anger 16
33332 Gütersloh
Germany
t +49 5241 8709-0
www.mestemacher.de

Facts and *Figures*

INDUSTRY

foods

PRODUCTS

wholemeal bread, pumpernickel bread, international specialty breads, fresh and frozen cakes, muesli and cereals

MARKET POSITION

world market leader for unopened particularly long-life wholemeal bread

MANAGEMENT

owner-managed

LOCATIONS

Gütersloh, Lippstadt, Aerzen, Bielefeld; Poznan (Poland)

EMPLOYEES

572 (2014)

TURNOVER

approx. 145m euros (2014)

EXPORT RATIO

24%

FOUNDED

1871, Gütersloh by Wilhelm Mestemacher