



## Mestemacher – Organic First Special organic breads are taking over the global bread market

Nuremberg, 15 February 2019: The organic rye baker, Mestemacher, ascends to the next stage of success at BioFach in Nuremberg, the world's leading trade fair for organic food. Japan and Korea are also developing into growth sales markets for the family bakery's plant-based sliced and naturally-preserved organic special breads. The willingness to buy organic food from Europe is strong in both countries. Favourable prices for EU food are provided by the free trade agreements, which see the elimination of tariffs and non-tariff barriers to trade, thereby offering further incentives for growth. Important consumer advertising elements on the packaging are provided by product information such as "How to use", Nutrition, Benefits, Green Economy, conscious living, but also information regarding the promotion of equality between men and women. On the one hand, Japan and South Korea suffer from a shortage of experts, executives and traditional role models, while, on the other, politicians are making a targeted effort to utilise women's power for the economy and society.

In 2021, the company will celebrate its 150th anniversary. Today, almost 40 per cent of the rye used is processed into organic special breads.

Renate Künast, Member of the German Bundestag and former Federal Minister of Agriculture, regularly visits the Mestemacher trade fair booth.



### "Organic First" ambassador

(f.l.) Albert Detmers, managing partner of the Mestemacher Group; Professor Dr Ulrike Detmers, shareholder, member of the management board, speaker of the Mestemacher Group; Renate Künast, Member of the German Bundestag and former Federal Minister of Agriculture (retd.); Helma Detmers, shareholder Mestemacher Group, and Fritz Detmers, managing shareholder of the Mestemacher Group.

Photo: Bischof & Broel

MESTEMACHER – GROSSBÄCKEREI FÜR VOLLKORNBROTE UND INTERNATIONALE BROTSPEZIALITÄTEN SEIT 1871



The following is important for her: "30 years of BioFach and outstanding food. It is a reason for celebration, but we have only just started. Two things are particularly important for me today:

1. Community catering in towns and cities should be converted to organic produce and
2. we need more investment in organic plant and animal breeding."

Organic novelties by the global market leader Mestemacher at the BioFach trade fair are the "Organic ITALIAN BLACK EDITION". This group includes the following varieties:

### **Mestemacher ITALIAN Organic Spelt Country Bread**

The sliced loaf of the original Italian organic spelt country bread weighs 350 g and provides the user with 11 slices of bread. Organic ingredients are organic spelt flour, organic sunflower oil, organic rice-barley malt syrup, and organic rice flour. The original Italian organic spelt country bread comes from the Italian region of Emilia Romagna. The pre-sliced bread is ideal for bruschetta and antipasti. The bread is perfect for toasting. The bread can be toasted lightly on both sides. It is tasty when rubbed with half a clove of garlic and drizzled with olive oil. Following this, it is a good idea to top the bread with ham, cheese or vegetables. **Kept unopened, the breads remain enjoyable for up to 10 weeks.**





### Mestemacher ITALIAN Organic Country Bread

The sliced loaf of the original Italian wheat organic country bread also weighs 350 g and is cut into 11 slices. Organic ingredients are organic wheat flour, organic sunflower oil, organic rice-barley malt syrup and organic rice flour. The original Italian organic wheat country bread comes from the Italian region of Emilia Romagna. The pre-sliced bread is also ideal for bruschetta and antipasti. The bread is perfect for toasting. The bread can be toasted lightly on both sides. It is tasty when rubbed with half a clove of garlic and drizzled with olive oil. Following this, it is a good idea to top the bread with ham, cheese or vegetables. **Kept unopened, the breads remain enjoyable for up to 10 weeks.**



### Mestemacher ITALIAN Organic Wraps

The organic wraps package contains 3 pieces with a total weight of 225 g. The organic wheat flat breads are made with extra virgin organic olive oil. The ingredients consist of organic wheat flour, 5 % extra virgin olive oil, organic sunflower oil, and a natural organic aroma. The wraps are easy to prepare. They are heated, so that they can be rolled up easily. They can then be filled as desired, e.g. with salad and/or strips of meat. There are no limits to personal creativity. **Kept unopened, the wheat wraps remain enjoyable for up to 10 weeks.**

