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Dear reader,

Family sticks together, or something to that effect. At least that could have been the message in the statement of the British monarch, Queen Elizabeth II, regarding the Oprah interview with Prince Harry and Duchess Meghan. Ultimately, this moral principle ensures many family businesses' competitive edge. For me, this is also the historical insight of my analyses of the 150-year corporate history of the Westphalian plant bakery, Mestemacher, based in Gütersloh. With a single exception, all entrepreneurs came from within the family.

After the death of Wilhelm Mestemacher, the innovative widow and mother of 9, Sophie Mestemacher, took matters into her own hands. In times of crisis, family members' equity capital flowed into the company. After all, business had to continue, come hell or high water. The marriage of Lore Schittenhelm, née Mestemacher, to Willy Schittenhelm in 1956 spurred additional growth. At some point in the early 1980s, when the company had run out of steam, the final and still ongoing era commenced with the sale of the company. Since 1985, my husband, Albert Detmers, and his brother, Fritz Detmers, have shared the corporate management. In 1994, I joined the brother duo, which also represented the birth of the management trio of Albert, Ulrike and Fritz. Fritz's wife, Helma, is a partner and modern co-entrepreneur. Our mutual intention is to lead the Mestemacher Group into the future with qualified female and male managing directors.

Yours,

Ulrike Detmers

Prof Dr Ulrike Detmers
Managing Partner
Chairwoman of the Management Board
Mestemacher Management GmbH
Spokeswoman Mestemacher Group
Managing Director Marketing, CSR, PR,
Sustainability and Environment

f.r.t.l.: Helma Detmers,
Fritz Detmers, Ulrike
Detmers und Albert
Detmers



150 YEARS OF MESTEMACHER

THE ERA OF SOPHIE AND WILHELM MESTEMACHER

1871 – 1911

1871

Wilhelm Mestemacher
founds a bakery.

Founding a family

A little later, he founds a family with **Sophie Mestemacher**, née **Wulfhorst**. Over the next couple of years, **Sophie Mestemacher** gives birth to nine children.



In the following years, Westphalian pumpernickel becomes a bread delicacy

The demand for Westphalian pumpernickel continues growing. The development of a pasteurisation method for bread in tins made it possible to transport and ship sliced pumpernickel loaves over long distances. In 1910, Wilhelm Mestemacher built a modern bakery in Gütersloh (Am Anger 16), which specialises in Westphalian pumpernickel.

Wilhelm Mestemacher passes away shortly after the opening of the state-of-the-art bakery. After **Wilhelm's** passing in 1911, his wife, **Sophie**, takes over the company's management. She continues modernising and investing.

THE ERA OF WIDOW SOPHIE MESTEMACHER,
SON HEINRICH MESTEMACHER, SON PAUL
AND DAUGHTER-IN-LAW KATHARINA
MESTEMACHER, NÉE RICKLEFS

1911 – 1943

1911

The 9-fold mother and entrepreneur, **Sophie Mestemacher**, guides the company through the challenging times of the 1st World War.

After the 1st World War

In memory of her late husband, **Sophie Mestemacher** continues to invest and modernise the bakery, thus helping the company to achieve continued growth. The innovative widow becomes a marketing pioneer.



1924

In 1924, the costly registration of the Mestemacher trademark with the patent office is realised. For the first time ever, advertising investments are made with the goal of promoting sales.



1936

Early in 1936, **Sophie Mestemacher** bequeathes the pumpernickel bakery to her sons, **Paul** and **Heinrich**, who at that time are already running the business. Mestemacher becomes an open trading company. After **Paul's death** in 1936, his wife **Katharina** (née **Ricklefs**) becomes a partner in the open trading company. The sole managing director, her brother-in-law, **Heinrich**, passes away in 1943.



Brotwagen mit gefüllten Backkästen und Einschießen der Schwarzbrote in einer Pumpernickelbäckerei um 1930. Kopie aus: Carin Gentner, Pumpernickel - Das schwarze Brot der Westfalen, Detmold 1991.

THE ERA LORE SCHITTENHELM, NÉE
MESTEMACHER, KLARA GRABEMANN, NÉE
MESTEMACHER, ERNST MESTEMACHER AND
WILLY SCHITTENHELM

1943 – 1985

1943

The son of **Sophie Mestemacher, Ernst Mestemacher**, technical director of a Berlin mechanical engineering company, briefly manages the business of the managerless pumpnickel factory from afar. Under the auspices of her uncle **Ernst**, the 19-year-old granddaughter of **Wilhelm** and **Sophie Mestemacher, Lore Mestemacher**, is trained in production technology in her grandparents' business.

Klara Grabemann, née Mestemacher, bolsters the ailing pumpnickel bakery with equity. She leaves her open trading company shares to her niece, **Lore Mestemacher**.

1956

In 1956, Hamburg-based food entrepreneur, **Willy Schittenhelm**, joins **Lore Mestemacher** on the management board. They get married shortly thereafter. Their marriage produces two sons. **Willy Schittenhelm's** knowledge and ideas accelerate the company's economic growth. The foreign business also develops excellently. At the age of 70, the entrepreneurial couple decides to sell the firm, as their sons don't wish to succeed them.



The entrepreneurial couple
Lore, née Mestemacher, and
Willy Schittenhelm.

THE ERA ALBERT AND FRITZ DETMERS

1985 – 1994

1985

The brothers **Albert** and **Fritz Detmers**, owners of another tradition-steeped bakery in Bielefeld-Jöllenbeck, purchase the bread factory in 1985. The brothers sell their Detmers plant bakery to what was then Wendeln delivery plant bakery.



Computergesteuerte Schrotmühle 1991 eingerichtet. Die Geschäftsführer Albert und Fritz Detmers.
Foto: Michael B. Bigos

As a result, the Gütersloh-based firm becomes the focus of **Albert** and **Prof Dr Ulrike** as well as **Fritz** and **Helma Detmers**.

1985

Mestemacher starts out as an organic bread pioneer. For the first time ever, Mestemacher produces organic wholemeal rye breads in self-service packaging for Germany and abroad. Since then, Mestemacher has continued to take an avant-garde approach by promoting ecological agriculture.



1992

The entrepreneurial couples, **Albert** and **Prof Dr Ulrike Detmers**, née **Weber**, as well as **Fritz** and **Helma Detmers**, née **Strehle**, each purchase 50% of Modersohn's Mühlen- und Backbetrieb GmbH in Lippstadt, which has existed since 1876.

THE ERA ALBERT DETMERS, PROF DR ULRIKE
DETMERS, FRITZ DETMERS

1994 – today

In 1994, the long-standing business cooperation of the entrepreneurial couple, **Albert** and **Prof Dr Ulrike Detmers**, intensifies. Together with their brother and brother-in-law, **Fritz Detmers**, they implement further innovations both inside and outside of the company. Together with **Helma Detmers**, co-partner of Mestemacher, the couples stand for modern corporate management. The new “bread and art” packaging, “panem et artes”, was born from an idea conceptualised by the artist **Ippazio Fracasso-Baacke**. **Fracasso-Baacke's** works of art are collected by the entrepreneurial couple, **Albert** and **Ulrike**. The bread art decorative box has been causing a furore for years. Annually changing printed paintings encourage the consumers' passion for collecting.

Additional growth drivers of the next years

Additional product innovations, improvements in product qualities, technical innovations, more company acquisitions, such as the purchase of Aerzener Brot und Kuchen GmbH in 2002, as well as advertising and PR investments spur steady growth. The company has also accelerated its expansion by boosting its capacity and adding further products to its portfolio, such as frozen cakes, crispbread, muesli and international bread specialities like naan, pita, organic, and standard wraps, focaccia, organic spelt toast, as well as organic wholemeal wheat toast. The lifestyle bakery enjoys a sound international reputation and growing demand.



Panem et Artes 2000
„The Lion of Venice“
by Ippazio Fracasso



Panem et Artes 2003
„The Fairy“ by Kalina Malo



Panem et Artes 2010
„Tulip 2006“, by the
Chinese painter Zhou Tiehai.

2000

The „Mestemacher – the lifestyle bakery“ claim is born

The foundation stone for the new company culture is laid in 2000 with the „Mestemacher - the lifestyle bakery“ claim. In 2000, Mestemacher starts evolving avant-garde equality campaigns. In 2001, the Mestemacher „KITA Preis“ is initiated. In 2002, Mestemacher awards the „MESTEMACHER AWARD FEMALE MANAGER OF THE YEAR“ for the first time. In 2004, the first edition of the „Mestemacher Women’s Calendar“ is edited. In 2006, the company awards the „Mestemacher Award Top Father of the Year“ for the first time. The company has been awarding the „Mestemacher Award LIVING TOGETHER“ since 2017.

2020

In 2020, the Mestemacher Group plant bakery achieves a net sales record of 16% with hygienically packaged, unopened long-life bread specialities. The Group’s net sales amount to 147.4 million euros. In 2020, the family business invests 3.9 million euros geared to long-term profitability.

The investments provide further benefits for product qualities, automation, rationalisation, capacity expansion as well as the humanisation of work. The Group has a total of 649 employees. The export share is around 34 %. 77 % of export sales are generated in the member states of the European Union. Mestemacher has an export volume sold to third countries of 16 %. Mestemacher supplies 7 % self-service packed breads and baked goods to European countries outside the EU.



f.l.t.r.: Fritz Detmers, Albert Detmers, Helma Detmers and Prof. Dr. Ulrike Detmers

WESTPHALIAN BREAD SPECIALITIES

Westphalian pumpernickel is the only Gernab type of bread that the European Commission honours with the „Geographically Protected Indication“ seal. This means that the production process, from mixing the dough to baking, must take place in the defined geographical area of Westphalia.



GOURMET PUMPERNICKEL

The mini slices provide the foundation for fine appetisers without preservatives, and they are gently baked for up to 20 hours. Salt content per 100 g: 1.2 g.

GOURMET VOLLKORN CLASSIC

Bite-sized slices of bread, made from preservative-free, freshly-milled and gently-baked wholemeal rye meal. Salt content per 100 g: 1.5 g.



WESTPHALIAN Pumpernickel

Black, dark wholemeal bread made from rye meal, without crust. The bread has a very typical tart-sweet taste. The extremely long baking time of up to 20 hours is typical only for Westphalian pumpernickel. Salt content per 100 g: 1.1 g.

WESTPHALIAN Whole Rye Bread

Hearty wholemeal rye bread, rich in fibre, provides the basis for hearty sausage or cheese. Salt content per 100 g: 0.96 g

WESTPHALIAN Pumpernickel & WESTPHALIAN wholemeal bread in the reusable bread tin.



Happy Birthday!

150
Jahre
1871-2021



Exclusively in the anniversary year 2021, Mestemacher is selling Westphalian pumpernickel and Westphalian wholemeal bread in the retro design bread tin. Unopened, the bread slices remain fresh for up to 12 months.

ORGANIC BREAD

Mestemacher started as an organic bread pioneer in 1985. Mestemacher began producing organic wholemeal rye breads in self-service packaging for Germany and abroad. Ever since, Mestemacher has been one of the avant-gardists promoting organic farming. The organic range consists of 15 products.

Organic Rye & Spelt Bread

The organic wholemeal rye bread made from rye meal, spelt and green spelt is rich in fibre. The package contains 7 slices of approx. 72 g each. The Nutri-Score nutritional value traffic light classifies the bread with very favourable nutritional value elements. The salt content per 100 g is very low at 0.9 g.



Organic Family Bread Basket

There is something for everyone in our colourful Organic Family Bread Basket! The low-grain bread varieties, made from rye, spelt and wholemeal are especially popular with children. The individually-wrapped breads are also the ideal snack for between meals. Our bread basket bears the organic seal.





Organic Three Grain Bread

We have selected the best grains for our organic three-grain bread: Wholemeal rye, rolled oats and rolled barley. The bread is perfectly suitable for daily consumption. The salt content per 100 g is low at 0.9 g.

Organic Linseed Bread

The Mestemacher organic linseed bread contains a mix of hearty rye meal and subtle linseed. The little helpers also ensure a good stomach feeling. The salt content is 1.0 g per 100 g.



Organic Wholemeal Bread

The traditional bread, made from coarsely-ground grain, is baked according to a special recipe by Dr. J. G. Schnitzer. The bread contains very favourable nutritional elements and is categorised with the letter A in the Nutri-Score rating. The salt content is 1.0 g per 100 g.

Organic Grainy Spelt Bread

Mestemacher's organic spelt bread is not only rich in important dietary fibre; it also serves as a source of protein. Organic spelt bread is very well-suited for a wholesome diet and has the best rating of A in the Nutri-Score chart. It has a very favourable nutrient balance. With high-quality ingredients from certified organic cultivation and without preservatives in accordance with the EU organic regulation. The salt content is 1.0 g per 100 g.





Organic Sunflower Seed Bread

Wholemeal rye meal, wholemeal rye flour and 5 % sunflower seeds are important ingredients of this delicious organic bread.

The nutritional balance is very favourable, with a Nutri-Score letter A and a salt content of 1.0 g per 100 g.



Organic Amaranth + Quinoa-Bread

With its intensely nutty taste, from the traditional grain of the Central American Inca people, the organic Amaranth + Quinoa bread is good for a surprise. Whether served with a powerful cheese or some smoked salmon, this bread has a particularly good taste. Natural ingredients give this bread its finishing touch. Salt content per 100 g: 1.0 g.

Organic Linseed + Chia Bread

Our Golden Linseed + Chia Bread is especially suitable for everyone who eats a plant-based diet. Our Chia Power Bread, with golden linseeds provides valuable omega 3 fatty acids and high-quality fibre from whole grains. Whether crispy toasted or fresh from the lunchbox - our chia bread tastes great in many different varieties. Salt content per 100 g: 1.1 g.





Organic Oat Bread

Our organic Oat Bread has plenty to offer! In addition to its distinctive, crunchy taste, it also contains important nutrients. The magnesium and phosphorus contained in the bread contribute to a normal energy metabolism. The perfect foundation for a good start to the day! Salt content per 100 g: 0.8 g.

Organic Whole Rye

The essence of all our wholemeal breads? That's what you'll find in Mestemacher's organic whole grains. Our recipe consists of just four ingredients, and for the benefit of both people and nature, it contains no preservatives or pesticides. With its unique taste, this wholemeal rye bread delights people of all ages. Salt content per 100 g: 1.0 g.

Organic Italian Wraps

Mild, thin wheat flour flatbreads, for filling and wrapping, made from finest organic wheat flour. Extra virgin olive oil (5%) gives the wraps a truly special, delicious taste. Thanks to high-quality organically-sourced ingredients, this Mestemacher product is a treat for all fans of organic food and people who love wraps. Naturally without preservatives, as is required by the EU organic regulation. Salt content per 100 g: 1.2 g.

Organic Italian Spelt Wraps

The delicious, thin spelt flour flatbreads, with high-quality extra virgin olive oil (5%) are perfect for filling and wrapping. Valuable EU-sourced spelt flour gives our wraps a truly special taste. Heating the wraps makes it easier to roll them up. The warmed spelt flour wraps can be topped with many creative sweet or savoury toppings. Subsequently, the delicious ITALIAN organic spelt wraps are rolled and sliced according to taste. Salt content per 100 g: 1.1 g.





Organic Spelt Toast

Finest quality that speaks for itself. Valuable organic spelt wheat flour is used for our Mestemacher plant bakery's newly-developed organic spelt toast bread. The product is vegan, lactose-free and has a favourable nutritional balance. The Nutri-Score nutritional value traffic light awards it the letter B. This means that the organic spelt toast bread contains favourable nutritional value components and is suitable for daily consumption. Salt content per 100 g: 1.3 g.

Organic Wheat Wholemeal Toast

Only the most valuable ingredients, sourced from certified organic farming, are used for the organic wheat wholemeal toast bread. With its high protein content, the product is an excellent source of protein for a conscious and balanced diet. Our recipe is vegan, lactose-free and, in accordance with EU organic regulations, contains no preservatives. What is more, our wholemeal toast bread attains the best grade A in the Nutri-Score chart. The salt content is 1.3 g per 100 g.



PURE NATURAL



Mestemacher's PURE NATURAL bread revolution is 100 % flour- and yeast-free. What is more, it combines selected, high-quality ingredients. Oilseeds provide essential omega-3 fats, while pulses are one of the sources of plant-based protein and fibre. Salt content per 100 g: 0.89 g.



PURE NATURAL CARROT



PURE NATURAL CARROT adds colour to your lunchbox! The low-sugar bread can be an ideal part of a balanced diet for children. Salt content per 100 g: 1.3 g.

PURE NATURAL PUMPKIN

Oat Bread with 26% oat groats and 4.9% juicy pumpkin cubes and 4.6% crunchy pumpkin seeds. Valuable source of protein and Omega 3 fatty acids (contains 2.2g of Omega 3 fatty acids per 100g / corresponds to 2 slices). Salt content per 100g: 1.2 g.

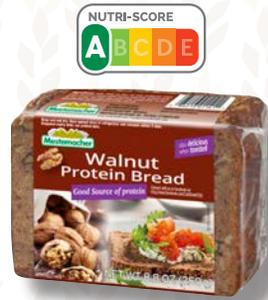


PROTEIN BREAD & PROTEIN TOAST ROLLS



Protein Bread

Mestemacher protein bread is perfectly suited as a low-carbohydrate and high-protein evening meal: with 82 % less carbohydrates, 3.2 times the amount of protein contained in a conventional wholemeal bread and with valuable omega-3 fatty acids. Salt content per 100 g: 1.1 g.



Walnuss Protein Bread

The protein bread is also available with 5 % walnuts. The bread contains valuable omega-3 fatty acids. The amount of protein is 2.6 times higher than that of a conventional wholemeal bread. The carbohydrate content is 65% less than that of a normal wholemeal bread. Salt content per 100 g: 1.2 g.

Carrot Protein Bread

The carrot protein bread also has a very favourable nutritional quality. It is low in carbohydrates and high in protein. This is reflected in the 3.2-fold amount of protein and 71 % less carbohydrates than a conventional wholemeal bread. With valuable omega-3 fatty acids and a salt content per 100 g of 1.3 g, the bread is a great choice for health-conscious people. Salt content per 100 g: 1.3 g.



www.mestemacher-gmbh.com/recipes



PROTEIN BREAD & PROTEIN TOAST ROLLS



Almond Protein Bread

5 % almonds give the almond protein bread a delicate taste. The bread has 2.6 times the protein and 61 % less carbohydrates than a conventional wholemeal bread. The letter of the nutritional value traffic light A characterises the bread as very favourable for daily consumption. Salt content per 100 g: 1.2 g.



Protein Toast Rolls

The protein toast roll has 3.6 times the protein and 76 % less carbohydrates than a conventional toast roll. The easy-to-stock rolls are already pre-sliced. The salt content is 1.3 g per 100 g.



Protein Toast Rolls with 5 % carrots



Carrot lovers enjoy Mestemacher protein toast rolls with 5% carrots. With 2.8 times more protein and 68% less carbohydrates than conventional toast, this product for crisping is also super for weight management. The salt content is 1.0 g per 100 g.

Protein Power Snack

The Maxi Snack for maximum vegetable power! High-quality soya protein serves as a protein source and provides the necessary power for every day.

Salt content per 100 g: 1.6 g



High Protein Bread High Protein Toast Rolls

Our new, vegan high protein products: The High Protein Bread contains 2.8 times more protein than a conventional wholemeal bread and the High Protein Toast Rolls contain 3 times the amount of protein and 52 % fewer carbohydrates than a conventional toast. Salt content per 100 g: 1.1 g / 1.0 g

FITNESS BREADS

Fitness Bread

This spicy wholemeal rye bread with additional oat and wholemeal rye flour is perfectly suited for a high-fibre diet. Thus, it fits in very well with the Mestemacher range, which, all in all, contains plenty of dietary fibre. The salt content is 1.1 g per 100 g.



Pumpkin Seed Bread

Hearty pumpkin seeds refine the hearty bread. The wholemeal rye meal and wholemeal rye flour come from our own mill, which supplies freshly-ground grain for baking. Our rye meal remains fundamentally rich in minerals, such as potassium and phosphorus, as well as B vitamins. The salt content is 1.4 g per 100 g.



Three Grain Bread, like all Mestemacher bread varieties, is baked without any preservatives and pre-sliced. Salt content per 100 g: 1.0 g



Sunflower Seed Bread

High-fibre wholemeal rye bread, refined with sunflowers for a nutty note. 100 % wholemeal - 0 % preservatives. Salt content per 100 g: 1.2 g.

Linseed Bread

Wholemeal rye bread with linseed and oat bran for an extra portion of fibre. Also ideal when crisply toasted. Naturally without preservatives. Salt content per 100 g: 1.2 g.



WRAPS



CALIFORNIA Wraps & CALIFORNIA Wraps XL

6 thin flatbreads, for wrapping and filling. The wraps are made from wheat flour and are especially flexible, thanks to rapeseed oil. The product adds variety to the wholemeal rye bread, which is made from rye meal and rye flour. The salt content is 1.0 g per 100 g. With a letter B rating, the nutritional quality is very favourable.

Salt content per 100 g: 1.0 g.

CALIFORNIA Multigrain Wraps

Hearty pre-baked thin wheat flour tortillas, with golden and brown flax seeds for filling and wrapping delicious wraps. Salt content per 100 g: 1.5 g.



Pita & Kebab

Thanks to the internet, the world is constantly growing closer together - also in terms of taste. We offer Mediterranean wheat specialities, such as pita breads, in the best quality. The pita family can be served or filled with different toppings.



Pita XL Sunflower Seeds

XL pita pockets, made from wheat, refined with sunflower seeds, for ready-baking or toasting, free of preservatives. Salt content per 100 g: 1.0 g

Pita Wheat

Low-fat, wheat pita pockets are ideal for toasting or grilling and filling, without preservatives. Salt content per 100 g: 1.2 g.



Kebab Bread

Tasty, low-fat wheat flatbreads without preservatives, perfect for toasting and grilling and for filling with meat or vegetarian alternatives for a doner kebab snack, or as a side dish with salad. Salt content per 100 g: 0.84 g.

NAAN BREADS



Delicious Naan Bread tastes great with soup, chutney, curry, BBQ, as a side dish with salad, grilled food, or even as a creatively topped pizza.

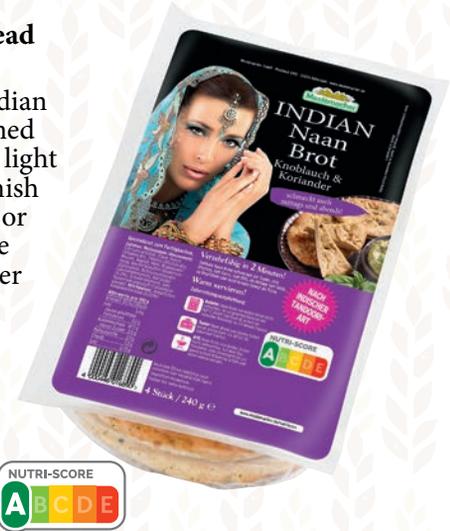


INDIAN Naan Bread Classic Wheat

Special bread in Indian Tandoori style, ready for baking in the oven or toaster, ideal for the grill. A low-fat, vegetarian delicacy. Salt content per 100 g: 0.7 g.

INDIAN Naan Bread Garlic & Cilantro

Special bread in Indian tandoori style, refined with cilantro and a light garlic flavour, to finish baking in the oven or toaster, ideal for the grill. Salt content per 100 g: 0.75 g.



GOURMET FOCACCIA

GOURMET FOCACCIA SOUR CREAM

The international bread speciality from the delivery wholesale bakery Mestemacher, GOURMET FOCACCIA Sour Cream, achieves a Nutri-Score B. The favourable nutritional quality stands for daily enjoyment. The composition of cream fraîche, refined with onions, thyme, garlic, black pepper, nutmeg, and parsley gives this exquisite pleasure a slightly spicy note. Bread lovers can enjoy this delicious focaccia bread at the barbecue, with a side salad or as a snack. Unopened, the bread in the attractive, hygienic packaging remains moist and fresh for up to 70 days or 6 months. Salt content per 100 g: 1.2 g.



GOURMET FOCACCIA Cheese & Onion

Good nutritional quality for Mestemacher GOURMET FOCACCIA „Cheese & Onion“ flavour. The wonderful product of Italian provenance achieves Nutri-Score letter B on the nutritional value traffic light. Thus, Mestemacher's international bread speciality is well suited for daily consumption. Bread lovers can enjoy this delicious focaccia bread at the barbecue, as a side to a salad or as a snack. Unopened, the bread in the attractive hygienic packaging remains fresh for up to 70 days. Salt content per 100 g: 1.5 g.



Viola Muesli



Chocolate Muesli & Fruit Muesli



Chocolate Muesli

Whole grain wheat and oat flakes with bits of chocolate and crispy cornflakes.
A tasty way to a healthy rich in fibre meal. Perfect with milk or yoghurt.

Fruit Muesli

Whole grain wheat, oat, barley and rye flakes with dried fruit for a natural sweetness. A tasty way to a healthy rich in fibre meal.
Perfect with milk or yoghurt.



ORGANIC MUESLI

Organic Honey Crunchy Muesli

Roasted oat flakes with honey. Light brown, roasted oat flakes with a light sweetness smell of honey with a slight cinnamon smell. The taste is a mild cereal flavour with a honey sweetness and slight cinnamon flavour.



Organic Fruit Muesli

Muesli with 30 % dried fruit
Beige cereal flake mixture with fruit pieces and yellow flakes with a smell of cereal with a sweet, fruity touch. The taste is a mild cereal flavour with a sweet, fruity touch and crispy flakes.



Organic Grape Nut Muesli

Muesli with sultanas and nuts
Beige mix of cereal flakes with sultanas and nuts with a smell of wheat, with a fruity, nutty aroma. The taste is a mild cereal taste with fruity and nutty touch.



Organic Berry Muesli

Muesli with 23 % berry mixture
Beige mixture of cereal flakes with a berry and finely chopped hazelnuts mix with a smell of cereal with a sweet, fruity touch. The taste is a mild cereal taste with sweet, berry-like aroma and slightly nutty touch.



NUTRI-SCORE



Image source: Santé publique France

HOW IS THE NUTRI-SCORE CALCULATED?

Sample calculation: SUNFLOWER SEED BREAD

Energy	199 kcal	2	Protein	5.4 g	3
Sugar	2.6 g	0	Fibre	12 g	5
Saturated fat	0.4 g	0	Fruits/Vegetables/Nuts	/	
Natrium	480 mg	5			
		7			8
Calculation: $7 - 8 = -1 \rightarrow$ Nutri-Score A					

WHAT IS THE NUTRI-SCORE?

Nutri-score is a coloured nutritional label, which can be compared to a traffic light. The sign uses the colours dark green, light green, yellow, orange, and red, and the letters A, B, C, D, E to depict the food item's nutritional balance. The information refers to 100 g each.

The Nutri-Score must be clearly visible on the front of a food package.



NUTRI-SCORE

WHAT NUTRITIONAL ADVICE IS PROVIDED BY THE PROTRUDING LETTERS?

- A** Very favourable nutrient balance; suitable for frequent daily consumption.
- B** Favourable nutrient balance; suitable for daily consumption.
- C** Medium favourable nutrient balance.
- D** Rather unfavourable nutrient balance.
- E** Unfavourable nutrient balance.

C, D and E should be consumed in a nutritionally conscious manner.

NUTRI-SCORE BENEFITS

Easy to understand

The easy-to-learn Nutri-Score nutritional labelling system is ideally suited already for children.

Conscious nutrition

The Nutri-Score helps people of different ages to eat more consciously.



Ecological and social activities



MESTEMACHER PREIS
MANAGERIN DES JAHRES

Annual ceremony since 2002

The MESTEMACHER PRIZE FEMALE MANAGER OF THE YEAR was awarded for the first time in 2002. The aim of the award is to expose competent business women as female role models in the male-dominated business world.

The prize winner receives the valuable OECONOMIA sculpture made of sterling silver.

What are the motives behind the initiative?

Business experts agree: With the female elite, the economy strengthens its competitive edge in international competition.

The OECONOMIA prize: The artwork was created in the CROTALIA workshop in Heidelberg.



FEMALE MANAGER OF THE YEAR 2002 - 2020



Katherine Reiche
Prize Winner 2021



Angela Titzrath
Prize Winner 2020



Milagros Caiña
Carreiro-Andree
Prize Winner 2019



Dr. Bettina Orlopp
Prize Winner 2018



Petra Justenhoven
Prize Winner 2017



Annette Stieve
Prize Winner 2016



Martina Koederitz
Prize Winner 2015



Anke Schäferkordt
Prize Winner 2014



Ines Kolmsee
Prize Winner 2013



Dr. Sigrid Evelyn
Nikutta
Prize Winner 2012



Dr. Angelika
Dammann
Prize Winner 2011



Birgit A. Behrendt
Prize Winner 2010



Angelika Gifford
Prize Winner 2009



Margret Suckale
Prize Winner 2008



Dr. Christine
Bortenlänger
Prize Winner 2007



Martina Sandrock
Prize Winner 2006



Regine Stachelhaus
Prize Winner 2005



Prof. Dr. Helga
Rübnsamen-Schaeff
Prize Winner 2004



Dr. Ilona Lange
Prize Winner 2003



Dagmar Bollin-Flade
Prize Winner 2002

Ecological and social activities



MESTEMACHER PREIS

Spitzenvater
des Jahres

Annual ceremony since 2006

The Top Father Award recognises the partnership-based marriage and family model that is practised. In each case, two fathers are distinguished who support the professional advancement of their wives and the mother of their children, and who are involved in childcare and in the household. The „Mestemacher Prize Top Father of the Year“ project also endeavours to raise public awareness of the importance of the role.

The prize money is two times 5000 euros.



Since 2020, Mestemacher has also been honouring a mothers' organisation. Achievements by mothers and fathers benefit us all. 70 years of the Elly Heuss-Knapp-Stiftung, Deutsches Müttergenesungswerk also provide a wonderful opportunity to honour a mothers' organisation in addition to, in the future, modern and emancipated fathers.

Additional
5.000 Euros to a
CHARITY FOR MOTHERS
more on www.mestemacher-gmbh/gender-equality/



Mestemacher
the lifestyle-bakery

MESTEMACHER PREIS
Spitzenvater
des Jahres
MESTEMACHER PREIS
Mütterorganisation
2020

70 Jahre
MÜTTER
GENESUNGS
WERK



The first award winner for a mothers' organisation in 2020 was the ELLY HEUSS-KNAPP-STIFTUNG, DEUTSCHES MÜTTERGENESUNGSWERK.

Ecological and social activities



Annual ceremony since 2017

The purpose of the competition is to focus on the sense of community in society.

Therefore, we present open living models in which people are there for one another, help one another, support one another, and whose interactions are characterised by a democratic-liberal approach.

Here, for instance, new, open living models are found in the form of extended families, multi-generational houses, shared flats, religiously liberal institutions promoting religious equality or gentlemen's clubs that welcome women as members.

MESTEMACHER PREIS



GEMEINSAM LEBEN

Sieger 2017
Preisgeld 4 x 2.500 €



Großfamilie Fritsch
Helfende Hände für Bildungserfolg,
eigenes Erwerbseinkommen und Altershilfe



„Vorrang für das
Wir-Prinzip“

Prof. Dr. Ulrike Detmers,
Initiatorin Mestemacher Preis
„GEMEINSAM LEBEN“

MESTEMACHER PREIS



GEMEINSAM LEBEN
2017



DER ÜBERSEE-CLUB e.V.

DER ÜBERSEE-CLUB e.V. Hamburg
Geschlechterübergreifendes
Forum für Meinungsaustausch
und neue Perspektiven

MESTEMACHER PREIS



GEMEINSAM LEBEN
2017



Mehr
Generationen
Haus
Wir leben Zukunft vor



hallesaale
SPF
Sozial- und
Innovations-
Forum

Bundesterritorium
für Familie, Senioren, Frauen
und Jugend

Mehr Generationen Haus
„Pustelblume“ Halle/Saale
Altersübergreifendes
Wir-Gefühl

MESTEMACHER PREIS



GEMEINSAM LEBEN
2017



Generationen übergreifendes
Wohnprojekt Marthastrasse
Nürnberg
Multikulturelle selbstbestimmte
Hausgemeinschaft



mehr unter www.mestemacher.de

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Pioneer of ecological and social sustainability!

Mestemacher supports organic farming!

Mestemacher has been supporting organic farming since 1985. Mestemacher is actively involved in nature conservation. As the first producer of packaged wholemeal breads from controlled organic cultivation, we have been encouraging the existence and operational growth of organic farmers since 1985. Since the first production in our Gütersloh bakery, with its own large mill, delicate flavour varieties have been developed every year.

Our organic wholemeal breads are made from whole rye grain. The rye grains are freshly ground in our own mill before the bread is baked. They are rich in important fibres. Organic cultivation doesn't use any chemical sprays and fertilisers, in addition to protecting our environment. Organic farming protects our ground water from excessive nitrate pollution.



ENJOY WESTPHALIAN CUISINE!



Photo credit: Wolf Kloss

Partner and supporter of Westfälisch Genießen e. V. f.l.t.r. Harald Peters; Max Stroetmann, L. Stroetmann Großverbraucher; Albert Detmers, Mestemacher GmbH; Hans-Peter Schilken, Warsteiner Brauerei; Friedrich Wilhelm Krüger, General Manager Westfälisch Genießen e. V.; Maik Ramforth-Wüllner, Carolinen Brunnen.

Regional delights

Our region's culinary potential is huge. Westfälisch Genießen is a charitable association which, for the past 31 years, has been proving just how creative, rich and contemporary regional Westphalian cuisine can be.

Founded on 20 February 1990, the association's initiatives are supported and sponsored by four Westphalian companies: Mestemacher plant bakery, the beverage producer Carolinen Brunnen, L. Stroetmann wholesale grocer from Werne and Warsteiner brewery.

Together they produce typical products from Westphalian eating and drinking culture with pumpernickel, wholemeal bread, mineral water from the springs of Teutoburg Forest and beer – and some have already been in business for more than 100 years.

DISTINCTIONS PRIZES CERTIFICATES

DISTINCTIONS FOR HIGHEST PRODUCT QUALITY

The high-fibre Mestemacher breads offer very high quality and safety standards. To be used by Mestemacher, the raw materials, which come exclusively from specially-inspected suppliers, must satisfy precise specifications and withstand stringent quality controls. In addition, the entire production process is constantly checked to verify compliance with quality standards in terms of product safety and taste. Mestemacher is certified according to the criteria of the International Food Standard.

Mestemacher has already been receiving recognised awards and prizes for the good quality of its breads for decades. The State Food Prize is awarded to companies in North Rhine-Westphalia that have rendered outstanding services to the production of high-quality food. Mestemacher's other outstanding awards include the „Prize of the Best“. Mestemacher has been recognized with the DLG company award for the second time. Gold and silver medals decorate the performance path of our family-owned company.

WirtschaftsWoche

Deutschlands
Innovativste
Mittelständler

2020

Mestemacher GmbH

Im Vergleich: 3.500 Unternehmen
Partner: Munich Strategy
Ausgabe 40/2020

MESTEMACHER IN 22ND PLACE

An exclusive ranking shows which medium-sized companies are well-equipped for the future, thanks to their innovations.



For the 7th successive time, Mestemacher is awarded the „Superior Taste Award“ for the „WESTPHALIAN Pumpernickel 500 g/250 g“ products by the International Taste & Quality Institutes, iTQi.



From the customer's point of view, the Mestemacher brand is one of the most popular brands in Germany - and was awarded the Deutschlandstest-Goldsiegel Gold Seal prize of „KUNDENLIEBLING“ (CUSTOMER FAVOURITE) 2019.



DLG MEDALS FOR ORGANIC AND CONVENTIONAL BREADS

prämiert!



Danke!

DLG PRIZE
FOR LONG-STANDING PRODUCT
QUALITY FOR THE 31ST TIME



Ships have been connecting today's economic areas since time immemorial. Along with many other companies around the world, Mestemacher is one of the beneficiaries of this mobility. At the beginning of the 20th century, the export of Mestemacher wholemeal breads also started with ships. The Gütersloh-based plant bakery for hygienically-packaged wholemeal bread and Westphalian pumpernickel was one of the first food suppliers for the crews of commercial ships in particular.

This has developed into a good global business. Favourite breads of export customers include protein breads and Westphalian pumpernickel.

Mestemacher exports to more than 80 countries worldwide!



www.mestemacher-gmbh.com/company/mestemacher-international