

**International SIAL Paris food fair from 16.10 to 20.10.2016 /  
Mestemacher remains on the success track / new international  
[www.mestemacher-gmbh.com](http://www.mestemacher-gmbh.com) website**

**Paris, 20 October 2016:** The pumpnickel and wholemeal bakery Mestemacher, which was founded in 1871, also remains internationally successful. “At the Paris food fair, both our existing and new customers have informed us that our high-fibre products are sought-after worldwide and, as a result, our order books are full,” Prof Dr Ulrike Detmers, co-owner and speaker of Mestemacher, summarises. In Paris there were talks with importers of the “old” markets in the USA, South-America and Europe as well as the new ones from China, Japan, Korea and countries of the Middle East. Here, the hunger for mueslis, crunchies and health bread has been particularly large lately. Dubai has established itself as the gateway to the Middle East. For this reason, the Federal Ministry of Food and Agriculture offers trade fair support for the market launch in this Middle East region with its strong purchasing power. Mestemacher has thus already obtained the relevant contacts at the current Paris trade fair. The product portfolio of the “lifestyle bakery” from Gütersloh is exported to more than 80 countries worldwide. In business transacted overseas, the Mestemacher Group generated about 25 per cent of overall turnover in the amount of 151 million euros (2015).

The product portfolio of the Mestemacher Group consists of pumpnickel, rye wholemeal breads, and international bread specialities such as wraps, pita pockets, Finnish toast bread rolls, mueslis, crunchies, crisp bread snacks, and frozen sheet cakes.

The family company is owned in equal shares by Albert and Prof Dr Ulrike Detmers and Fritz and Helma Detmers. Together with Prof Dr Ulrike Detmers, the Detmers brothers are in charge of the management holding with its subsidiaries. For this, they are supported by a management team. Also the daughter and son of Albert and Ulrike Detmers, as well as the son of Fritz and Helma Detmers assume a number of different functional areas in the family-owned company.