

» We are looking forward  
to your visit

Your trade fair team «



**Albert Detmers**  
Managing Director  
Mestemacher Group



**Anita Bruns-Thedieck**  
Sales Director  
Mestemacher Group



**Christine Detmers**  
Managing Partner  
Detmers Getreide-  
Vollwertkost GmbH



**Marta Glowacka**  
Business Graduate  
Commercial Manager  
of the Mestemacher Group



**Helmut Knoblauch**  
Export-Manager  
Mestemacher GmbH



**Thomas Nemitz**  
Verkaufsleiter/  
Key Account Manager  
Mestemacher GmbH



**Katja Wiesbrock**  
Business Graduate  
Sales/  
Key Account Manager  
Product management  
Mestemacher GmbH



**Prof. Dr.  
Ulrike Detmers**  
Shareholder, Member  
of the central corporate  
management and  
speaker of the  
Mestemacher Group



**Albert Hendrik Detmers**  
Junior Export Manager  
Mestemacher GmbH



**Ulrich Gausmann**  
Head of Sales/  
Key Account Manager  
Mestemacher GmbH



**Carsten Isermann**  
Head of Sales/  
Key Account Manager  
Mestemacher GmbH



**Björn Kuhlmann**  
Head of Sales/  
Key Account Manager  
Mestemacher GmbH



**Marc Oberschelp**  
Overall Sales Manager  
Aerzener Brot und  
Kuchen GmbH



**NEW**

**Mein**



**IDEAL**  
for the grill,  
toaster or  
oven!



**INVITATION**

to attend

**the Anuga Food and  
Beverage Trade Fair**

Hall 3.2 • Booth C21/C29  
Messeplatz 1 • 50679 Cologne  
07. - 11.10.2017

[www.mestemacher-gmbh.com](http://www.mestemacher-gmbh.com)



Trade fair novelty mango-yoghurt slice  
from Aerzener confectionary



Serving suggestions  
[www.mestemacher-gmbh.com/recipes](http://www.mestemacher-gmbh.com/recipes)



Albert Detmers



Prof. Dr. Ulrike Detmers



Fritz Detmers



# LIFESTYLE NEWS

## EXPERT DISCUSSION

We would like to extend a warm welcome to the expert discussion, which will be held by Prof. Dr. Ulrike Detmers with Prof. Dr. Sarah Diefenbach, Professor for economic psychology at LMU Munich on the topic of

### Smart Technology - Smart Work - Smart Life: Ways out of DIGITAL depression

The expert discussion will take place on

**Date:** Monday, 9. October 2017  
**Time:** 2:00 p.m. to approx. 2:30 p.m.  
**Venue:** Hall 3.2 • Booth C21/C29  
Messeplatz 1, 50679 Cologne



#### Prof. Dr. Sarah Diefenbach

Prof. Dr. Sarah Diefenbach is a professor of economic psychology at LMU Munich.

The researcher has busied herself with research on the user experience and the design of interactive products from the psychological perspective since 2017.

Her special field of interest is the emotional experience and the role technology plays in feeling good, self-improvement and social interaction in people's daily lives, as well as within the corporate context (digital corporate culture).

The methods developed by her for User Experience Evaluation and Design are deployed in numerous fields in science and in practice.



**Awards | Seals |  
Certificates |  
Social Founder Seal**



DE-ÖKO-001  
EU-/Non-EU-Agriculture



To whom it may concern,

We invite you to visit our exhibition booth at the Anuga Food and Beverage Trade Fair. The trade fair team is at your disposal for expert discussions and the presentation of new products.

On Monday, 9 October 2017, from 2:00 p.m. until approx. 2:30 p.m., we will be hosting an expert discussion at our booth on the topic of „Smart Technology - Smart Work - Smart Life: ways out of DIGITAL Depression“. We also extend a warm welcome to this event.

The bread and baked goods Mestemacher Group increased its sales volume by 3.3 per cent in 2016. The sales of the Mestemacher Group for 2016 was 156.1 million euros (151.0 million euros in 2015). The sales growth amounts to approx. 5 million euros. As such, the family-owned business' growth was much better than that of the overall market. There, according to Nielsen, sales in retail trade only increased by 0.5 percent in 2016.

What is more, the export share continues to constitute approximately 24 percent of overall sales. When adding the sales of the Benus subsidiary in Poland to the sales generated outside of Germany, the total foreign growth amounts to more than 29 percent. As such, foreign sales by far exceeds the average export share for bread and baked goods that was at 8.3 per cent in 2015.

The Mestemacher Group specialises in the production and sales of Westphalian pumpernickel, wholemeal breads, ethnic food specialities, frozen cakes and crispbreads. The breads are pre-sliced, hygienically-packed and, thanks to a special pasteurisation process, remain fresh for up to six months when kept sealed.

We look forward to seeing you soon, in the name of the trade fair team

Albert Detmers  
Managing Director  
Mestemacher Group

Prof. Dr. Ulrike Detmers  
Shareholder, Member  
of the central corporate management  
and speaker of the Mestemacher Group

Fritz Detmers  
Managing Director  
Mestemacher Group