



The Mestemacher executives, Marta Glowacka (f.l.), Fritz Detmers, Kim Folmeg, Käthi Penner, Ulrike Detmers, Helma Detmers, and Albert Detmers, present their brand specialities. PHOTO ANDREAS FRÜCHT

## New executive management for Mestemacher

Founding of a management company: Ulrike Detmers appointed as chairperson of the executive board. The bread manufacturer increases its turnover and investments.

Martin Krause

**Gütersloh.** Mestemacher, the Gütersloh-based bread and baked goods producer, will be guided into the future by a new executive body: As such, Ulrike Detmers, entrepreneur and professor of business administration, is appointed as the head of a six-member executive team that will centrally steer the fortunes of the entire Group. In the words of the managing partner, Albert Detmers, his wife will act as "prima inter pares", i.e. as the first among equals. An own company, Mestemacher Management GmbH, will be founded for this purpose in spring. Each of the families, Albert and Ulrike Detmers and Fritz and Helmer Detmers, hold a 50 per cent share in the company, which is the global market leader for long-life wholemeal products such as pumpernickel. Each couple has two children, and together

they have seven grandchildren. The Detmers only took over Mestemacher in 1985, with an annual turnover of 3.2 million euros. Since then, this has been multiplied many times over. A new sales record of 165.9 million euros was posted (plus 1.9 per cent) in 2019. Despite these successes, the shareholders Albert Detmers (70) and his brother Fritz (73) do not want to withdraw from their responsibilities quite yet - they will also be a part of the new executive board, alongside Ulrike Detmers (63). Albert Detmers will be responsible for sales and administration, while Fritz Detmers is responsible for purchasing. In addition, Kim Folmeg (Production, Technology, Purchasing) and Marta Glowacka (IT, Human Resources, Finance) belong to the executive team, which Käthi Penner (Sales, Export) will be joining. Another female manager, Anita Bruns-Thedieck, who is responsible for the German Mestemacher sales and the Aerzener Brot und Kuchen GmbH subsidiary, will be reporting to the executive board. Group executive chairperson, Ulrike Detmers, has been well-known beyond the borders of this industry for many years: The business administration graduate who also holds a PhD in philosophy has been lecturing as a professor of business administration (especially human resources and organisation) at the University of Applied Sciences Bielefeld since 1994. She has also been the spokesperson of the Mestemacher Group, member of the executive board, shareholder and head of brand management for many years. Ulrike Detmers has increased awareness of the brand, not least as the result of a series of awards initiated by her: The awards with which the "Female Manager of the Year" and the "Top Father of the Year" are distinguished attract nationwide attention. The Mestemacher "Living Together" prize, which honours open life models for self-help and care, is relatively new and has only been awarded since 2017.

The Mestemacher Group, which will be celebrating its 150th anniversary in 2021, plans to increase its investments substantially in 2020, from presently 6.6 million euros (2019) to more than ten million euros. Here, among others, a new logistics centre is to be built in Aerzen (district Hameln-Pyrmont in Lower Saxony) for about five million EUR, and completion is anticipated by the end of 2021. In addition, an expansion is planned in Lippstadt.

### **The Mestemacher Group**

- Group revenue grew by 1.9 per cent to 165.9 million euros in 2019 - which is a new company record. The export share is 29 per cent.
- The number of employees increased slightly from 605 in the previous year to 616 in 2019.
- In addition to Mestemacher GmbH, which focusses on wholemeal specialities and ethnic food, Modersohn's GmbH in Lippstadt (canned bread and wholemeal specialities), Aerzener Brot und Kuchen GmbH, and the Polish subsidiary Benus Spolka in Posen also belong to the Mestemacher Group.