

PRESS BRIEFING

Bread and Baked Goods Group MESTEMACHER

Mestemacher puts a new Group executive body in place 1.9 % growth in turnover

New executive body to guide the Group into the future. +++ Chairperson of the Group executive board, as prima inter pares and Group spokeswoman, Prof Dr Ulrike Detmers: "This is how Fit for Future can succeed"+++ Sales up 1.9 % compared to the previous year+++ Stable demand for high-fibre bread specialities, both domestically and abroad+++Nutri scoring to be completed by 31/12/2020

The Mestemacher Group is to be guided into the future by a new Group executive body in 2020. To be appointed as the executives of the newly-created **Management GmbH** are **Prof Dr Ulrike Detmers**, Chairperson of the Group Executive Board, as prima inter pares spokesperson of the Mestemacher Group; **Kim Folmeg**, Executive of Production, Technology, QA, Purchasing; **Marta Glowacka**, Executive of the Commercial Department, IT, Personnel, Controlling, and Finances; **Käthi Penner**, Executive Sales / Export Mestemacher and Aerzener / Sales Subsidiaries.

Albert Detmers, Executive Sales & Administration, and **Fritz Detmers**, Executive Purchasing, will remain part of the Group executive board of the newly created **Mestemacher Management GmbH**. **Anita Bruns-Thedieck** shall become Executive Sales Germany of **Mestemacher GmbH & Aerzener Brot und Kuchen GmbH**. She reports to **Albert Detmers**.

The two family trees of **Albert & Prof Dr Ulrike Detmers** and **Fritz & Helma Detmers** each hold a 50% share of the Mestemacher Bread and Baked Goods Group. Totalling an amount of 165.9 million euros, the medium-sized bread and baked goods Group will record the highest ever turnover in its corporate history in the 2019 financial

year. Sales are 1.9 per cent higher than the previous year. The family business generated an annual turnover of 162.8 million euros in 2018. According to a survey conducted by Back-Business 2018, the Mestemacher Group ranks 82nd among the 100 largest bread and baked goods companies. The bread and bakery product portfolio consists of wholemeal breads, Westphalian pumpernickel, international bread specialities, muesli, crisp bread and frozen cake slices. All products are sold in the bread departments and chest freezers of food retailers. Mestemacher is the global market leader for fresh wholemeal products with a long shelf life when stored unopened. The family business has promoted gender equality and the compatibility of work and family life for 20 years.

The family business invested 6.6 million euros in long-term projects in 2019. This investment was used, first and foremost, for cutting-edge technical equipment that is targeted at optimising productivity and efficiency, in addition to increasing machine capacity. Apart from this, the investments should also help to maintain a high quality level, which will, in turn, support keeping customer satisfaction at a high level. The Gütersloh-based lifestyle bakers intend to invest a rounded sum of 10.3 million euros in 2020/2021. The Group has a total of 616 employees. The export share is approx. 29 per cent.

Cross-border sales relate to the product category of self-service packaged and unopened long-life speciality breads in particular. Popular export regions are member states of the European Union as well as third countries within Europe. Additionally, our products are also popular in the United States of America, Canada, South America, South Africa, Australia, New Zealand, the United Arab Emirates, South Korea, China, and Japan. Generally speaking, the layout of international designs is based on the principle of "one face to the customer".

Included in the family-run enterprise **Mestemacher Group** are

- **Mestemacher GmbH**, founded in Gütersloh in 1871, which will be celebrating its 150th birthday in 2021. As already mentioned, Mestemacher supplies original Westphalian pumpernickel, wholemeal rye breads (organic and conventional) and international bread specialities such as Italian organic country breads, in wheat and spelt, Italian organic wraps, INDIAN Naan bread specialities, which are baked Tandoori style, gourmet focaccia specialities, pita breads, and wraps variants in self-service packaging.
- **Modersohns Mühlen- und Backbetrieb GmbH** in Lippstadt. This subsidiary specialises in the production of bread in tins and original Westphalian pumpernickel breads.

- **Aerzener Brot und Kuchen GmbH** in Aerzen. Founded in 1882, the company belonging to the Mestemacher Group produces frozen cakes, wholemeal breads (organic and conventional), as well as crisp breads (organic and conventional).
- the **BENUS Spółka z o.o.** foreign subsidiary, which has its headquarters in Poznan, Poland. This subsidiary produces wholemeal rye breads and conventional muesli products.

STATUS OF NUTRI-SCORE

With Danone, Iglo and Bofrost, Mestemacher is one of the trailblazers when it comes to providing a uniform European solution, and it uses the French Nutri-Score label. By 31/12/2020, all Mestemacher bread varieties will depict the Nutri-Score label on the front of the packaging.



Source: Santé Publique France



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 provided information refers to a 100 g serving. The NUTRI-SCORE must be clearly visible on the front of food packaging.

A = very favourable nutrient balance; suitable for frequent daily consumption

B = favourable nutrient balance; suitable for daily consumption.

C = average favourable nutrient balance

D = rather unfavourable nutrient balance

E = unfavourable nutrient balance

C, **D** and **E** should be consumed with nutritional awareness.

To establish which coloured letters apply, the energy content, sugar, saturated fatty acids, and salt/sodium are divided into one group. The ingredients fibre, protein content, fruit/vegetables/nuts are placed in group two.

And now? When it comes to the nutritional elements, the unfavourable group consists of energy content / calorific value, total sugar, saturated fatty acids, and salt / sodium. When it comes to nutritional elements, the favourable group consists of protein, fibre, fruit/vegetables/nuts.

Each unfavourable and favourable nutritional element receives points, and a point scheme prescribes how many points are awarded. The letter and colour in the NUTRI-SCORE then depicts the difference between the sum of the unfavourable points minus the favourable points. A minus sign before the difference amount results in the letter **A**.

Benefits of NUTRI-SCORE

1. Easy to understand

The easy-to-learn Nutri-Score nutritional label is already ideal for children to understand.

2. Conscious nutrition

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

The Mestemacher products are assigned to categories A, B, C, D, E as follows

A	68.85 %	of the Mestemacher product range
B	22.95 %	of the Mestemacher product range
C	3.28 %	of the Mestemacher product range
D	4.92 %	of the Mestemacher product range
E	0 %	of the Mestemacher product range

For the "Nutri-Score" nutritional traffic light, Stern sums up on p. 34 of the same issue: "Buy foods that are labelled as healthy. This conclusion is based on the positive statement made by Serge Hercberg, co-inventor of Nutri-Score. The nutritionist at University Paris Nord writes "Ever since the introduction of Nutri-Score in France, the average caloric intake has dropped by 9 per cent, and the number of deaths due to cardiovascular disease has dropped by 3.4 per cent.

STATUS PRODUCT INNOVATIONS

Grape Nut Bread, 250 g

Things are getting crunchy! Our grape nut bread is characterised by its fruity, nutty flavour. Not only is this a good bread for breakfast, it also goes well with aromatic hard cheese varieties.



Plum Walnut Bread, 250 g

Want a varied and tasty way to start your day? Our innovative bread recipe made from whole-meal, plums and walnuts provides a high-quality source of fibre for breakfast.

FORECAST

The following indicators lead to the conclusion that the group of bread and bakery products will continue to improve in the future:

1. The new Group management, which has recently been established, consists of professionals with very good technical qualifications, in addition to many years of professional and industry experience.
2. The department executives have clearly delineated areas of responsibility and do not get in each other's way.
3. Regular committee meetings serve the purpose of satisfying reporting obligations and preparing thoroughly, allowing appropriate decisions to be taken.
4. The attractive product portfolio satisfies the global demand for bread "Made in Germany".

5. Global health and "green" trends will continue to ensure increasing growth with high-fibre wholemeal products in the future.

The following quote, found in "Stern" and dated 09/01/2020, page 14, is noteworthy with regard to 5. "Consistently eating wholemeal products in the morning and evening already considerably improves the dietary fibre balance - all without additional (cooking) effort." This conclusion is based on a statement made by Stefan Kabisch, nutrition researcher at the German Institute of Human Nutrition.

Flagship BRAND Mestemacher

- ✓ High profile, thanks to top quality and promotion of equality!
- ✓ Customer favourite in 2019, following a survey conducted by Focus Money!
- ✓ Modern brand identity!
- ✓ Mestemacher counts among the TOP 100 of the most innovative medium-sized German companies in 2019 and occupies 12th place in the WirtschaftsWoche ranking.