

# Mestemacher

## Mestemacher

Gütersloh, North Rhine-Westphalia



Founded: 1871



Sushi with a twist – with wholemeal bread and pumpernickel instead of rice

Mestemacher GmbH is a leading producer of bread and baked goods.

The range includes Westphalian pumpernickel, wholemeal breads, international bread specialities, and crisp bread. The company is the global market leader for pasteurised pumpernickel and wholemeal breads that remain fresh for up to six months when stored unopened. Together with its subsidiaries, the holding has production sites in Gütersloh, Lippstadt and Aerzen as well as in the Polish city of Poznań.

Mestemacher breads and bakery products are available in German retail food trade and sold in more than 80 countries worldwide. In 2019, 616 Mestemacher Group employees generated a turnover of 165.9 million euros, with an export ratio of about 29 %.

The company's origins date back to two Westphalian bakery families: In 1871, the master shoemaker, Johann Heinrich Mestemacher, opened a bakery in Gütersloh for his son, the master baker, Wilhelm Mestemacher. There he founded a special bakery for pumpernickel in 1910. The master baker, Fritz Detmers, opened the village bakery in Bielefeld-Jöllenbeck in 1904. In 1985, his grandsons Albert and Fritz Detmers acquired the Mestemacher whole-

"Pumpernickel and the emancipation of men can be reconciled."

Prof Dr Ulrike Detmers Partner, Chairwoman of the Mestemacher Management GmbH, Group Spokeswoman, Public Affairs, Marketing, Social Marketing



Prof Dr Ulrike Detmers, with the managing partners of the Mestemacher Group, Albert Detmers, Managing Director Sales & Administration Mestemacher Management GmbH (co-owner) and Fritz Detmers, Managing Director Purchasing Mestemacher Management GmbH



The Classic: Westphalian Pumpernickel by Mestemacher

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Mestemacher bread is available in numerous varieties and offers something for every taste (from top to bottom): Fitness bread, plum walnut bread, grape nut bread or Pure Natural (Unser Pures).

meal and pumpnickel bakery from the descendants of Wilhelm Mestemacher after they had previously sold the Detmers bread brand to the Wendeln industrial bakery.

Albert and Fritz Detmers modernised the company and developed new products. In the mid-1990s, Prof Dr Ulrike Detmers, who is also a professor of economics at Bielefeld University of Applied Sciences, initiated a new corporate era with the branding of

"Mestemacher – the lifestyle bakery". Under the Mestemacher umbrella brand, traditional bakery products such as brown bread and pumpnickel, as well as numerous organic breads and innovative specialties are included in the product range today. The brand also stands for a strong commitment to fostering gender equality, both in business and society, as well as the compatibility of work and family life. Among other things, employees are offered alternating telework and further training. The company continues to expand its international distribution, in addition to putting environmental and social standards in place throughout the supply chain and promoting innovative technologies and products as well as organic food production.

Mestemacher is owned with a 50 % share each by the two families Albert and Prof Dr Ulrike Detmers, and Fritz and Helma Detmers. The management board of Albert and Fritz Detmers and Prof Dr Ulrike Detmers is supported by a management team.

## Facts and Figures

Owner families: Families Albert und Prof Dr

Ulrike Detmers, Fritz und Helma Detmers

Founder: Wilhelm Mestemacher, 1871

Industry: Food

Products: Westphalian pumpnickel, wholemeal bread, international bread specialties, crisp bread sales: via external German and European logistics partners as well as via international distributors in more than 80 countries worldwide

Employees: 616 (2019)

Turnover: EUR 165.9 mio.

(2019) market position

Company shares of the families: both families have a 50 % share

Supervisory bodies: Advisory board, consisting of the four partners of the owner families

## Contact

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## Contact Person Press

Prof Dr Ulrike Detmers

## Responsibility for Society



Among other things, Mestemacher is committed to environmental protection and sustainability. It has been processing organic ingredients since 1985 and is also politically active in its dedication to ecological production methods. In its own company, Mestemacher demonstrates sustainability with a combined heat and power unit in Gütersloh. Mestemacher focuses on diversity in its employee and management structure: Specialists and managers of different nationalities and different genders cooperate successfully. Under the aegis of Prof Dr Ulrike Detmers, the company also publicises its philosophy with great success: Annual awards distinguish top fathers and female managers.

What is more, since 2017, there has been a new "GEMEINSAM LEBEN" ("Living Together") Mestemacher Prize, which distinguishes life models in which self-help, aid and advancement is lived in practice. Among other things, educational projects are supported, as well as development aid.

## Chronology

**1871** Master shoemaker, Johann Heinrich Mestemacher, sets up a bakery in Gütersloh for his 20-year-old son and master baker Wilhelm.

**1904** Master baker, Fritz Detmers, opens the village bakery in Bielefeld-Jöllenbeck.

**1910** Wilhelm Mestemacher founds a special bakery for pumpernickel, after more than 35 years as town baker.

**1927** Fritz Detmers starts to pack sliced pumpernickel and wholemeal bread in tin foil and exports it to the Lippe region.

**In the mid-1980s**, Albert and Fritz Detmers sell the regionally well-known Detmers bread brand and the associated fresh bread service to Wendeln industry bakery.

**1985** The two Detmers families acquire Mestemacher GmbH.

**1994** With the "Panem et Artes" bread box edition, the Mestemacher brand's support of artists begins.

**2013** Mestemacher is present in more than 80 countries worldwide and is the global market leader for packaged bread specialities that, thanks to pasteurisation, remain fresh and tasty for up to six months when stored unopened.

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