

Wilhelm Mestemacher



Entrepreneurial couples as a success guarantee

Mestemacher, which is based in Gütersloh, will be celebrating its 150th anniversary in 2021. The bakery started out as a city bakery, and subsequently developed into a successful company for long-life bread specialities. On the one hand, the secret to its success is the bread recipes and, on the other, the people who have led the company to its extraordinary success. Here, it is interesting to see that, right from the very beginning, there were often couples who managed the company together.

The story begins with the city bakery at what is now Eickhoffstraße 2, which Johann Heinrich Mestemacher established for his son, Wilhelm, in 1871. After 39 years, Wilhelm founded a bakery that focused on producing pumpernickel. This Westphalian speciality has meanwhile become a popular delicacy throughout Germany. Wilhelm Mestemacher did not live to see the success of his new company. He passed away in 1911. His wife then took over the pumpernickel bakery and managed it together with her sons, Paul and Heinrich, to whom she bequeathed the company in 1936.

After Paul's death in 1936, his wife, Katharina, joined the company as a partner.

Mestemacher celebrates its 150th anniversary

TEXT AND PHOTOS: Primary source, Mestemacher and Anne Kitsch: „Colours of life. Ulrike Detmers - making a case for the alliance of education, business and family, which she demonstrates in practice every day.“



Lore Schittenhelm, née Mestemacher, and Willy Schittenhelm (1956-1989)

Heinrich was responsible for the company's management until he passed away in 1943. Following the Second World War, the company founder's granddaughter, Lore Mestemacher, and her husband, Willi Schittenhelm, took over the company management and continued to run it successfully. However, at the age of 70, they decided to sell the business, as their sons had no interest in the company.

In 1985, the Detmers family of bakers bought the company. Albert Detmers and his brother, Fritz Detmers, as well as Albert's wife, Prof Dr Ulrike Detmers, led the company to continued growth and further successes by extending the product range and ensuring, among other things, that part of the range has been made with organically-produced grain since 1986. Today, Mestemacher is the global market leader in the long-life bread segment. It is exported to 80 countries and even taken along on research trips.

The managing partners, Albert and Ulrike Detmers, as well as the managing partners, Fritz and his wife Helma Detmers, shareholders of Mestemacher, represent modern corporate management. Within their respective entrepreneurial relationships, both entrepreneurial couples constantly inspire one another. It goes without saying that they support one another in all activities and are each other's best advisors. The company's history demonstrates that this principle has led to success at Mestemacher right from the outset. Behind this corporate success are and always have been entrepreneurial couples who do not only talk about equality, but live it in daily life.



The Founding Couple



Wilhelm Mestemacher and Sophie, née Wulforst
(1851-1911) (1854-1936)



Today's owner couples (from right) Helma Detmers (partner) and Fritz Detmers, managing partner, as well as Albert and Prof Dr Ulrike Detmers, both managing partners.



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