

# ANNIVERSARY



**1871 TO 2021**

**MESTEMACHER CELEBRATES ITS 150TH ANNIVERSARY**



# Two's a (successful) company

We only have to look at Bertha and Carl Benz and their Mercedes or the researchers Özlem Türeci and Uğur Şahin at BioNTech SE to realise that entrepreneurial couples are often the key to success. This is a strong part of Mestemacher's tradition.

While the term “made with love” has become a throwaway slogan in recent times, it actually rings true at the Mestemacher industrial bakery... After all, the company has traditionally been managed by couples ever since it was founded 150 years ago. The key to this long-term success is not only the products, but also the special relationships between those at the top. There are several reasons why a „loving duet“ makes such an effective leadership model.

A company's managers are not always able or willing to trust one another, dare something new or talk openly about their strengths, weaknesses and fears – but these are the key features of a marriage. This is all made possible by the special bond between the couple – as opposed to the dog-eat-dog competition that often rages amongst executives. The focus is on solid human connections and there is no place for envy or power struggles; the family's common goals and responsibilities come first.

**Pioneers:**

## It all started with Wilhelm and Sophie Mestemacher

It's fitting that Mestemacher's success in the baking world began with a love story of its own: Wilhelm and Sophie Mestemacher. It's the story of a handsome master baker, Wilhelm, who finished grammar school and decided to train as a baker before marrying his darling Sophie soon afterwards.

During the industrial revolution, in 1871, when horses' hooves could still be heard clattering along the streets of Gütersloh and today's city had less than 5,000 inhabitants, Wilhelm Mestemacher opened the “W. Mestemacher” bakery on Bahnhofstraße, now Eickhoffstraße 2. When the doors opened for the first time and the wonderful smell of fresh baked goods poured out onto the street, the baking power couple Wilhelm and Sophie Mestemacher probably had no idea they had laid the foundations for a company that would become a global market leader in the years to come. The address wasn't just a bakery – it was where Sophie and Wilhelm Mestemacher lived, raised five sons and four daughters, and would eventually open a special pumpernickel bakery in 1910.

Together they had the courage to become the first bakery in Gütersloh to buy a dough kneading machine that was initially powered by horses and later by a gas engine. It wasn't long before they built a new place for their home and business, Am Anger 16 in Gütersloh, where the company is still based to this day.

After the death of her beloved husband Wilhelm in 1911, Sophie continued to run the family business, navigating the ship through the stormy seas of the First World War, becoming a marketing pioneer and subsequently helping to expand the business with her sons. This also included the company's prized possession: its own mill. Sophie bequeathed the bakery to her sons, Paul and Heinrich, in 1936. However, Paul Mestemacher died at the end of the same year and Heinrich followed in 1943 – and their oldest brother also died shortly afterwards. The company couldn't be taken over by the other son, Ernst, as he was desperately needed as the director of a mechanical engineering plant in Berlin.



Sophie and Wilhelm Mestemacher: They laid the foundations for the company in 1871 and had nine children. After her husband's death in 1911, Sophie continued their shared vision and became a marketing pioneer.



Entrepreneurial couples are the key to success: The current owners (from right to left) Helma Detmers (shareholder) and Fritz Detmers (managing partner); and Albert Detmers and Dr Ulrike Detmers (managing partners).

PHOTO: MESTEMACHER GMBH

**Commitment:**

## Ulrike, Albert, Fritz and Helma Detmers promote equality

In 1985, the Mestemacher bread factory was bought by a pair of brothers, Fritz and Albert Detmers, who owned a similarly traditional bakery in Bielefeld-Jöllenbeck.

In 1992, the entrepreneurial couples bought another bakery, Modersohn's Mühlen- und Backbetrieb GmbH in Lippstadt. BENUS Spółka z o.o. joined the innovative group of companies as a Polish subsidiary in 1993. The owners then added Aerzener Brot und Kuchen GmbH to their portfolio in 2002. Thanks to the cohesive and cooperative family atmosphere, the business has continued to grow to this day.

The Detmers family promotes a range of social issues and is committed to ensuring gender equality in business. And they are certainly leading by example. After all, Ulrike Detmers believes men and women should help one another out. Her husband has always given her plenty breathing space and taken some of the strain, because “we can only achieve our goals by improving our performance”. Ever since the company was founded 150 years ago, Mestemacher has become a global market leader in the field of long-life bread, which is now exported to 80 countries and even taken on research trips.

Ulrike, Albert, Fritz and Helma Detmers have always advocated equal rights in partnerships. They have been supporting and advising one another for over twenty-five years. Mestemacher's history shows that this principle has always been a key ingredient in the company's success. “Our successful company is built upon entrepreneurial couples who not only talk about equality – they actually put it into practice”, says Ulrike Detmers.

“Our successful company is built upon entrepreneurial couples who not only talk about equality – they actually put it into practice.”

**Economic miracle couple:**

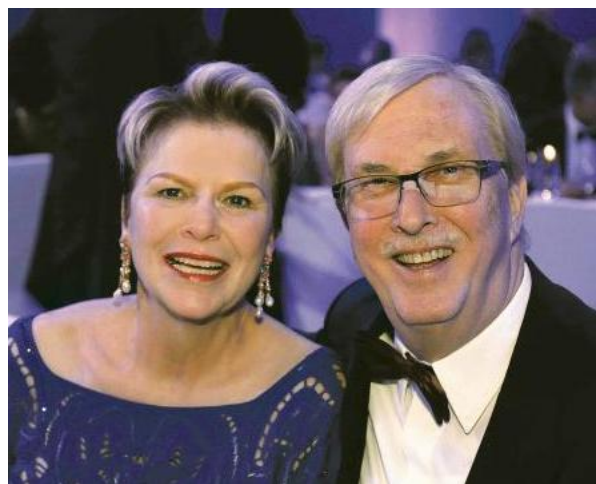
## Lore and Willy Schittenhelm

Now it was up to Lore Mestemacher, the granddaughter of the company's founder, to manage the bakery's fortunes. After the sudden death of the managing director, Heinrich, the 19-year-old was the only family member who was familiar with the business. After passing her examinations as a merchant's assistant, Lore had been working at the bakery as an accountant. However, her uncle Ernst urged her to continue her education to learn more about production.

Lore took over the floundering business at the end of the Second World War and met Willy Schittenhelm, an entrepreneur from Hamburg who plied his trade in the food industry. They ran the business together – and even became a couple. They boosted their domestic sales, upped their exports and developed small, round pumpernickel slices that triggered a surge in sales as the “cocktail nickel” during the German economic miracle. In short, they expanded the business. But when Willy turned 70, they sold the business which their sons didn't want to continue.



Lore and Willy Schittenhelm: Lore, née Mestemacher, is the granddaughter of the company's founder. She expanded the business with her husband, including the invention of the popular “cocktail nickel” during the German economic miracle.



Ulrike and Albert Detmers are keeping the company on course for global success with Fritz Detmers. As part of their corporate social responsibility, they are also committed to ensuring equality between men and women in society.

PHOTOS: MESTEMACHER GMBH



Helma and Fritz Detmers: Fritz Detmers is a managing partner at the company; Helma Detmers is a shareholder. The couple promote gender equality together with Ulrike and Albert Detmers.

PHOTO: AGENTUR BAGANZ



# “Building upon a great tradition”

**Mestemacher’s 150th anniversary:** Dr Ulrike Detmers is a managing partner and spokesperson for the Mestemacher Group. She explains how the company will be celebrating its anniversary, what are the key issues of the future, and how she prefers to eat her pumpernickel.

*Dr Detmers, what type of bread did you eat with your cold cuts or jam this morning?*

**ULRIKE DETMERS:** I started the day in the best way possible with a slice of our new organic spelt bread and organic turkey breast – we’ve been promoting ecological agriculture since 1985.

*Is that your favourite bread?*

**DETMERS:** To be honest, I don’t really have a hot favourite from our range of bread. I always choose the right bread for each occasion. I find our Westphalian pumpernickel really nice in combination with a sweet French wine called “Sauternes”, English stilton cheese and salted butter from Denmark.

Mestemacher presented its first ever “Female Manager of the Year Award” in 2002

*If you look at your figures for 2020, when you saw a whopping 16.7 % rise in sales, do you think you’ve hit a trend?*

**DETMERS:** Absolutely. The significant rise in our net sales – 147.4 million euros – in 2020 is partly due to the increased demand for packed supermarket breads and baked goods with a long shelf life, but it’s also due to our new supermarket breads and baked goods that fully meet the demand for high-fibre organic bread, ethnic food and high-protein bread.

*How are you going to celebrate the company’s 150th anniversary?*

**DETMERS:** In view of the coronavirus restrictions, we’re remaining flexible and haven’t set any fixed dates for our celebrations or the family party at our headquarters at Villa Berg.

*Are you planning any other events?*

**DETMERS:** We’ll be creating sustainable advertising in a retro design for our retail customers and end consumers. Some of the highlights include the Mestemacher pass for the company’s 150th anniversary, as well as porcelain cups and practical sticky notes. Our two nostalgic bread tins are selling like hot cakes, filled with sliced Westphalian pumpernickel or Westphalian wholemeal bread.

*What have been the most important milestones during your time at the company?*

**DETMERS:** I took the helm with my husband Albert and brother-in-law Fritz Detmers in 1994. One of my person-



Dr Ulrike Detmers directs the Marketing, CSR and PR departments within the Mestemacher Group. She is also the Chairwoman of Mestemacher Management GmbH and acts as a spokesperson for the group.

al milestones is our “bread and art” packaging, “panem et artes”, which grew out of an idea conceptualised by the artist Ippazio Fracasso-Baacke. It’s evolved into an international platform for bread and art. All artwork that was printed on our bread tins from 1994 to 2013 is now part of a private collection belonging to my husband and me – it’s an integral part of our life’s work.

*What else do you remember?*

**DETMERS:** The turn of the new millennium saw the birth of our slogan “Mestemacher – the lifestyle bakery”, which triggered the modernisation of Mestemacher’s image as a bread brand in the 21st century. Ever since, a dedicated contact has been assigned to all our customers in Germany and abroad.

*It was an eventful period that has shaped our company to*

*this day.*

**DETMERS:** The year 2000 also marked the intellectual start of our avant-garde equality campaigns. After launching the “Mestemacher Daycare Award” in 2001, we presented our first ever “Female Manager of the Award” in 2002 and the very first “Mestemacher Women’s Calendar” was released in 2004. The company presented the “Top Father of the Year” award for the first time in 2006 and we’ve been awarding the “Living Together” prize since 2017.

*The past year has also been memorable, as you’ve managed to maintain your high sales figures during the coronavirus crisis. Had we ever seen people stocking up like that?*

**DETMERS:** In the 1960s, the Federal Ministry of Food and Agriculture launched its so-called “squirrel campaign”,

where households were encouraged to stock up on food that would allow them to survive for 14 days in the event of a disaster or crisis without any external supplies.

*How did that work?*

**DETMERS:** Every citizen received a brochure from the German government containing a shopping list of items that would last them 14 days until the regular food supply could be restored. The bread tin contained 1,250 grams of ready-to-eat Westphalian wholemeal bread.

*So, the only change is the animal (in Germany, people who stock up on essentials are now referred to as “hamsters” instead of “squirrels”)?*

**DETMERS:** We’ve seen people stocking up on essentials several times during the coronavirus pandemic. In 1961, however, the “squirrel

campaign” was born out of the fear of renewed political tensions and military escalation.

*A key feature of your company’s philosophy is “corporate social responsibility”. You also run various corporate initiatives to promote gender equality. What was the initial spark behind your commitment?*

**DETMERS:** By harmonising our economic, environmental and social interests, we’re evolving the democratic maturity of our societies from head to toe. If we want to identify with our democratic values, we have to further our commitment. I campaign for women’s rights, because I believe gender equality is essential. While progress has always been driven by all genders, an unfair amount of emphasis has been placed on the male gender – and the achievements of the other genders are equally important.

We identify 100% with ecological sustainability

*You not only campaign for women’s rights – you’re also a family business owner and a business professor and have even been presented with the Order of Merit of the Federal Republic of Germany. What’s more, you’re leading a public campaign against cancer, raising a family and lots more... What has been your greatest challenge to date?*

**DETMERS:** My commitment to gender equality is a never-ending story.

*With all that going on in your life, do you still find time for hobbies?*

**DETMERS:** My husband and I love to go walking for at least an hour every day – in any weather! Here in Germany, we often say “there’s no such thing as bad weather, only inappropriate clothing”.

*Environmental protection and sustainability are some of the biggest issues of our time. You started leading the way as early as 1985 by producing organic bread. Do you feel like the current issues confirm you made the right decision?*

**DETMERS:** We still identify 100% with ecological sustainability and a humane life on our wonderful planet.

*Have you noticed an increase in organic bread sales since the “Fridays for Future” movement?*

**DETMERS:** All in all, more and more people are turning to organic food. Around 20% of Mestemacher’s net sales

are generated by organic products. Our organic wraps, our organic range of bread for toasting and our organic spelt bread are even celebrated by supporters of the “Fridays for Future” movement.

*Have the dry summers in recent years had an impact on your business, such as when purchasing rye to be processed in your own mill?*

**DETMERS:** We’re concerned about our organic spelt – both in terms of its price and, of course, its quantity. We hope to see a good harvest in spring, because organic spelt is a very popular type of grain from the wheat family.

*It all started with the Westphalian pumpernickel – has this classic bread remained a popular delicacy in the region of East Westphalia-Lippe?*

**DETMERS:** Westphalian pumpernickel is enjoyed around the world as Germany’s bread speciality par excellence – and Mestemacher is the global market leader for the artisanal product. Westphalian pumpernickel is the only type of bread with a “protected geographical indication”, a mark of quality conferred by the European Commission.

*Does your decision not to rename the company from “Mestemacher” to “Detmers” reflect your traditional values?*

**DETMERS:** When we bought Mestemacher in 1985, the company was 114 years old. We’ve built upon this great entrepreneurial tradition and developed a sustainable business model with wholegrain rye specialities.

*Are you still in touch with the Mestemacher family?*

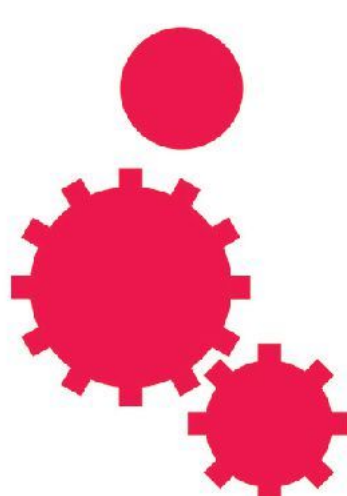
**DETMERS:** No.

*Although many aspects of your business are steeped in tradition, Mestemacher is planning to invest 8.2 million euros to further its development in 2021. What are the most important issues for the future?*

**DETMERS:** Our investments will help to improve the quality of our products, automate and streamline our processes, boost our capacity and humanise our workflows.

*One secret to a successful business seems to be an entrepreneurial couple at the top – has love arguably been the most important ingredient in your recipe for success over the past 150 years?*

**DETMERS:** When it comes to creating a successful business, couples take the ingredients of love, trust, respect and infinite amounts of “creative destruction”, a phrase coined by Joseph Alois Schumpeter (1883-1950).



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# Family achievements through the ages

**Mestemacher’s 150th anniversary:** Today’s company is the result of various achievements made by several impressive individuals throughout their lives. We present the strong men and women who made Mestemacher the powerhouse it is today.



## 1871 to 1911

The era of Sophie and Wilhelm Mestemacher ran from 1871 to 1911. Wilhelm Mestemacher founded the bakery in 1871, and it wasn't long before he started a family with Sophie Mestemacher (née Wulforst). Sophie Mestemacher would give birth to nine children in the years that followed.

Westphalian pumpernickel became a bread delicacy – not just in the local region – and the bakery soon noted a surge in demand, as pumpernickel was particularly requested by wealthy households in urban areas. It even went down a treat with supporters of the Lebensreform health movement at the turn of the 20th century. The development of a pasteurisation method for bread in tins made it possible

to transport and ship sliced pumpernickel loaves over long distances.

In 1910, after working as a local baker for over 39 years, Wilhelm Mestemacher built a modern bakery specialising in Westphalian pumpernickel in Gütersloh (Am Anger 16).

Wilhelm Mestemacher died shortly after the state-of-the-art bakery was opened in 1911. The family business was taken over by his wife, Sophie, who modernised the bakery and continued to invest.



## 1911 to 1943

1911 to 1943 was the era of Wilhelm’s widow Sophie Mestemacher, his sons Heinrich and Paul Mestemacher, and his daughter-in-law Katharina Mestemacher (née Ricklefs).

After the death of her husband in 1911, the entrepreneur and mother to nine children Sophie Mestemacher took the company forward. This difficult period was also slumped in the shadows of the First World War.

After the Great War, Sophie Mestemacher continued to invest and modernise the bakery in memory of her late husband, driving the company towards fresh growth. The innovative widow became a marketing pioneer.

Mestemacher obtained its expensive trademark from the patent office in 1924 and money was pumped into advertising to promote sales. At the beginning of 1936, Sophie Mestemacher bequeathed the pumpernickel bakery to her sons, Paul and Heinrich, who were already running the business.

Mestemacher became a general partnership. After Paul’s death in 1936, his wife Katharina (née Ricklefs) became a partner. The sole managing director, her brother-in-law Heinrich, died in 1943.



## 1943 to 1985

1943 to 1985 was the epoch of Lore Schittenhelm, Klara Grabemann (née Mestemacher), Ernst Mestemacher and Willy Schittenhelm.

In 1943, the leaderless pumpernickel factory was briefly managed from afar by Sophie Mestemacher’s son, Ernst, who was based in Berlin as the technical director of a mechanical engineering firm. He instructed his 19-year-old niece, Lore Mestemacher (the granddaughter of Wilhelm and Sophie Mestemacher), to learn about the production process at the family business after passing her examinations as a merchant’s assistant.

Klara Grabemann, née Mestemacher, strengthened the

ailing pumpernickel bakery with equity. She bequeathed her shares in the general partnership to her niece, Lore Mestemacher. Willy Schittenhelm, an entrepreneur from Hamburg who plied his trade in the food industry, joined Lore Mestemacher as a company director in 1956 – and they got married shortly afterwards. Their marriage produced two sons.

Willy Schittenhelm’s expertise and ideas accelerated the company’s growth – the bakery even saw an excellent increase in exports. When the entrepreneurial couple were 70 years old, they decided to sell the firm, as their sons didn’t want to take the reins.



## 1985 to 1994

1985 to 1994 was the era of Albert and Fritz Detmers. The bread factory was purchased by the brothers in 1985; they owned a similarly traditional bakery in Bielefeld-Jöllenbeck.

When the brothers bought Mestemacher, they sold their large-scale bakery to the Wendeln wholesale bakery. As a result, the firm in Gütersloh became the focus of Albert Detmers and his wife Ulrike, and Fritz Detmers and his wife Helma.

Mestemacher became an organic bread pioneer in 1985, producing its first loaves of organic wholemeal rye bread for shops in Germany and abroad. Since then, Mestemacher has continued to take an avant-

garde approach by promoting ecological agriculture.

In 1992, the entrepreneurial couples Albert and Dr Ulrike Detmers (née Weber) and Fritz and Helma Detmers (née Strehle) each bought a 50% share in Modersohn’s Mühlen- und Backbetrieb GmbH, a mill and bakery that had been in Lippstadt since 1876.





The current management team (from left to right): Marta Glowacka, Dr Ulrike Detmers (spokesperson), Fritz Detmers, Anita Bruns-Thedieck, Albert Detmers, Käthi Penner and Kim Folmeg.

PHOTO: FOTOSESSION

## 1994 until today

Ulrike, Albert und Fritz Detmers have been leading the company since 1994. Dr Ulrike Detmers has intensified her business collaboration with her husband Albert over the years, and the entrepreneurial couple continue to drive innovation inside and outside the company with brother and brother-in-law Fritz Detmers. Together with their co-partner, Helma Detmers, the married couple represent modern corporate leadership. The new “bread and art” packaging, “panem et artes”, grew out of an idea conceptualised by the artist Ippazio Fracasso-Baacke. Albert and Ulrike collect the artwork of Fracasso-Baacke. The artistic bread tins were a supermarket

sensation for many years – consumers went wild to collect the new designs every year. When the slogan “Mestemacher – the lifestyle bakery” was introduced in 2000, the company laid the foundations for a new corporate culture.

The business has ensured continuous growth by making innovative products, improving quality, introducing technical innovations, buying out other companies such as Aerzener Brot und Kuchen GmbH in 2002, and investing in advertising and public relations. The company has also accelerated its expansion by boosting its capacity and adding

further products to its portfolio, such as frozen cakes, crispbread, muesli and international bread specialties like naan, pita, organic and standard wraps, focaccia, organic spelt toast and organic wholemeal wheat toast. The lifestyle bakery is celebrated around the world – and the demand is growing. Mestemacher developed avant-garde equality campaigns at the turn of the millennium: After launching the “Mestemacher Daycare Award” in 2001, the company presented its “Female Manager of the Award” for the first time in 2002 and the first “Mestemacher Women’s Calendar” was released in 2004. The company presented the “Top Father of the

Year” award for the first time in 2006 and it has been awarding the “Living Together” prize since 2017. By 2020, Mestemacher had evolved into a major baking group and achieved a record in net sales, increasing its revenue by 16% to 147.4 million euros with its hygienically packaged, long-lasting bread specialties. The family business invested 3.9 million euros in long-term projects in 2020. The investments will help to improve the quality of the company’s products, automate and streamline its processes, boost its capacity and humanise its workflows. The group has a total of 649 employees. Its export share is around 34%.

## A storied history with a bright future

When a successful company has been around for as long as Mestemacher, it’s not just a reflection of history; it will have also written history itself, especially when it comes to corporate social responsibility and sustainability.

All good things stand the test of time. This is clearly reflected by Mestemacher’s history: The company’s pioneering product, Westphalian pumpernickel, is still a popular choice for lots of people all around the world. One of the reasons for this is the unbroken trend towards a healthy lifestyle, which is by no means a novel concept.

After all, the company’s founder Wilhelm Mestemacher managed to attract a very specific target market in the 19th century: the followers of the Lebensreform health movement. The movement was essentially intended to denounce the negative health effects of the industrial revolution and to advocate the

return to a natural way of life.

Mestemacher assumed responsibility for the environment as early as 1985, when it started to produce organic bread – way before the “Fridays for Future” movement came into being and the effects of climate change were as obvious as they are today.

Pumpernickel has always been the perfect choice for a healthy and natural diet – not least because of the gentle way in which the bread is made to last without the use of chemical preservatives. The same goes for many other types of bread in the company’s range. The bread’s shelf life has ensured strong sales



figures for Mestemacher during the ongoing coronavirus pandemic – many people find it comforting to know that they’re stocked up for the worst-case scenario at home and are reassured by the fact that nothing spoils too quickly and the bread doesn’t have to be eaten all at once.

People have stocked up on essentials at various points in the company’s history. Until the 1970s, for example, people were still scarred by their experience of hunger and deprivation in the Second World War, as evidenced by persistently high sales figures of long-lasting bread tins that only declined long after the war.

A real wave of stockpiling was triggered by the German government’s “squirrel campaign” in the middle of the Cold War. West Germany’s fear of war was exacerbated by the Cuban Missile Crisis and the construction of the Berlin Wall, and so people were encouraged to act like squirrels and stock up on essentials for a rainy day. The aim was to ensure they would be able to survive at home for 14 days in a disaster with no contact to the outside world. Mestemacher played its part in the initiative by releasing a special bumper tin with 1,250 grams of Westphalian wholemeal bread – a hard-working squirrel was even printed on

the specially produced central band. Some people stashed away their bread so well that the odd bread tin still crops up today – and some are even still filled with the original product.

While the minority of companies take a great deal of responsibility for people and society – beyond their own employees – Mestemacher has been involved in the community for over a century. The company’s founder, Wilhelm Mestemacher, was a member of Gütersloh Council and the Bakers’ Guild. He promoted the establishment of an academy for apprentices and campaigned for a health insurance fund for guild members.

Wilhelm and Sophie Mestemacher laid the foundations for the company’s commitment to gender equality, and the equality campaigns launched since the turn of the millennium have strengthened their involvement far beyond the company itself. At Mestemacher, equality is lived out across different generations and branches of the family.

For example, it was Sophie Mestemacher who proved her worth as a female marketing pioneer and obtained a trademark for the “Mestemacher” brand. And the brand cemented its image in 2000 by establishing a new and refreshing slogan: “Mestemacher – the lifestyle bakery”.

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# Leading the way to social responsibility

**Award-winning commitment:** Mestemacher is setting new standards in the field of corporate social responsibility and has launched numerous initiatives since 2001, including the “Female Manager of the Year” award.



While we all know a number of inspiring women in traditionally female roles and occupations – whether it be our own mother, a female teacher or a nurse in a retirement home – it’s much more challenging to find female managers in the male-dominated world of business.

That’s the whole premise of Mestemacher’s trailblazing “Female Manager of the Year” award, which was introduced well before German companies had to employ a certain number of women. The award was inaugurated by Ulrike Detmers in 2002 and will be presented for the 20th time later this year. The aim is to promote accomplished business women as female role models. And there are more than enough valid reasons for championing such a cause – 20 years ago as well as today, as highlighted by the current figures.

The award is based on gender mainstreaming.

Economists agree that international companies can boost their overall competitiveness by exploiting the expertise and potential of female specialists and leaders in mixed-sex management teams. In fact, by refining the professional skills of men and women and promoting a balanced cooperation between all genders, companies can lay stronger foundations for strategic and tactical decisions – and that’s a win-win situation for men and women alike.

The award is based on gender mainstreaming, which not only involves the promotion of gender parity when it comes to filling top-level vacancies in business and politics, but also the systematic inclusion of both genders in all walks of life. And this is reflected by the winners of the “Female Manager of the Year” award, who have not only achieved out-



The award winner in 2020: Dr Ulrike Detmers (right) presents the 19th annual “Female of the Year” award to Angela Titzrath, Chairwoman of the Management Board at Hamburger Hafen und Logistik AG, for her professional achievements.

PHOTO: THOMAS FEDRA / MESTEMACHER GMBH

## MEN AND WOMEN IN MANAGEMENT POSITIONS

In 2020, the annual figures on the proportion of men and women in management positions were presented by Franziska Giffey (Minister of Family Affairs, Senior Citizens, Women and Youth) and Christine Lambrecht (Minister of Justice and Consumer Protection). The developments at German companies were described as

“sobering”, as women are still severely underrepresented on executive boards. In the 2017 financial year, only 7.7% of executives were women – and 80% of companies didn’t have a single woman on their board of directors. However, there seems to be a positive development within supervisory boards that have been

legally obliged to meet the quota introduced in 2015; since 1 January 2016, men and women should each make up at least 30% of the supervisory board at publicly traded companies and businesses subject to parity co-determination. By contrast, companies that are not subject to this fixed quota only achieve a meagre 19.9%.

standing results in their professions, but also promote an egalitarian society and strive to create a harmonious work-life balance in terms of their work, family, leisure and quality of life. The winner is selected by a committee of dedicated business women led by Ulrike Detmers.

Of course, there is also something to be won: The prize winners receive a valuable sterling silver sculpture entitled “Oeconomia” and 5,000 euros in prize money, which is donated for social purposes.

And we shouldn’t forget the many individuals who also come away as winners each year, as the award gives them a new role model for gender equality in business and the confidence that they can do it too.

# Humanity, cohesion and gender equality

**Social initiatives:** Mestemacher’s commitments are just as diverse as society itself. Another good example is when Dr Ulrike Detmers donated basic assets for the establishment of the Lea Ackermann Foundation in 2020. But the company isn’t going to stop there ...

## MESTEMACHER AWARD: “TOP FATHER OF THE YEAR”

“Women are just as much an essential part of management and control bodies as men are part of the household and their children’s upbringing”, says Ulrike Detmers. With this in mind, the company also has an award for men who help to represent this issue in a special way and act as role models to others. Later on this year, the “Top Father of the Year” award will be presented for the 16th time. The annual award is presented to two fathers and includes 5,000 euros in prize money. The aim of the award is to promote and recognise marriage and family models where both men and women play an active role. It honours fathers who assist mothers in their professional advancement and help out with childcare and household tasks. One of the key ideas is to raise awareness of the crucial role played by fathers in their children’s development right from the start – in their infancy, toddler years and school years. The award also highlights the fact that mothers and fathers can combine their work and family commitments – and that households can have two breadwinners. When parents are quickly back at work to contribute their skills and abilities, they can help their employers to plan ahead. At the same time, this helps both parents achieve financial independence, ensures financial security for the family and puts secure pensions in

place to prevent old-age poverty. It’s important to note that top fathers should believe in what they do – for the good of their family and society as a whole.

## NEW: CHARITY FOR MOTHERS

In 2020, Mestemacher also paid tribute to a mothers’ organisation for the first time. “Everyone benefits from the efforts of mothers and fathers. As the Elly Heuss-Knapp Foundation for the convalescence of mothers celebrates its 70th anniversary, we

thought it would be a wonderful idea to pay tribute to a mothers’ organisation in the future – and modern, emancipated fathers are also included”, emphasises Ulrike Detmers.

## MESTEMACHER AWARD: „LIVING TOGETHER”

Since 2017, Mestemacher has presented the “Living Together” award to people whose way of life is centred around self-help, care and support. “We show open ways of life where people are there for

one another to offer help and support and treat one another in a liberal and democratic manner”, says Ulrike Detmers, who created the award. Some examples of new, open ways of life include large families, multi-generation households, shared apartments and other lifestyles. Four lots of 2,500 euros are awarded in prize money.

## MESTEMACHER WOMEN’S CALENDAR

The “Mestemacher Women’s Calendar” is a project that Ulrike

Detmers has been running since 2004. The aim of the women’s calendar is to promote gender equality, especially in business and families, which is a matter close to Ulrike Detmers’ heart. It includes a special section with a brief overview of the lives of exceptional women of the 20th and 21st centuries and top fathers of the 21st century. The number of top fathers is growing from year to year, including descriptions of modern men who take it for granted that they should play a traditionally maternal role by raising their children and helping out in the household. For emancipated fathers, it goes without saying that they should give their wives the freedom they need to practise the occupations they’ve learned. All sections of the special publication are being constantly developed and features are added and updated each year.

## MESTEMACHER “FORUM FOR FUTURE”

As part of its “Forum for Future”, Mestemacher talks to top-class experts about development trends that present opportunities and risks for society. The discussions are held at prominent institutions in different German cities. The series of events aims to inform the public about the opportunities and risks that are often brought about by change. “The participating experts have different views and ensure a lively discussion”, says Ulrike Detmers, who launched the series

## Female Managers of the Year

The award has been presented to the following women (including their positions at the time they won the award): Angela Titzrath (2020), Chairwoman of the Management Board at Hamburger Hafen und Logistik AG; Milagros Caíña Carreiro-Andree (2019), Member of the Management Board at BMW AG; Dr Bettina Orlopp (2018), Member of the Management Board at Commerzbank AG; Petra Justenhoven (2017), Member of the Management and Head of Assurance at PwC Germany; Annette Stieve (2016), CFO for North-East Europe, Managing Director and Finance SSC at Faurecia Automotive GmbH; Martina Koederitz (2015), Chairwoman of the Management Team at IBM Deutschland GmbH and General Manager of IBM Germany, Austria and Switzerland; Anke Schäferkordt (2014), CEO of RTL Germany and Co-CEO of the International RTL Group; Ines Kolmsee (2013), Chairwoman of the Management Board at SKW Stahl-Metallurgie AG; Dr Sigrid Evelyn Nikutta (2012), Chairwoman of the Management Board and Director of Operations at Berliner Verkehrsbetriebe (BVG); Dr Angelika Dammann (2011), HR and Diversity Specialist; Birgit A. Behrendt (2010), Head of Purchasing at Ford; Angelika Gifford (2009), Head of the Public Sector Division and Member of the Management Team at Microsoft Deutschland GmbH; Margret Suckale (2008), Director of HR and Services at DB Mobility Logistics AG; Dr Christine Bortenlänger (2007), Managing Director of the Munich Stock Exchange and Director of the Bavarian Stock Exchange; Martina Sandrock (2006), Managing Director of the Sara Lee Group in Germany and Austria; Regine Stachelhaus (2005), Managing Director of Hewlett-Packard GmbH and Vice President of the Imaging and Printing Group; Dr Helga Rübsamen-Schaeff (2004), Managing Director of AiCuris GmbH & Co. KG; Dr Ilona Lange (2003), Director of Henkel KGaA; Dagmar Bollin-Flader (2002), Managing Partner of Christian Bollin Armaturenfabrik.

of events. As part of the forum, Mestemacher once hosted a discussion between executives from America and Germany on the topics of “Men’s business – children, cooking and career?” and “Will there be a fight for food?”.

## MORE TO GIVE: DONATIONS, SPONSORSHIPS, ETC.

However, the company is also committed to many other initiatives. One such example is the “Mestemacher Daycare Award”, which was presented from 2001 to 2013. The company is also involved in relief campaigns and sponsorships, such as donations to Welthungerhilfe, charity events and sponsorships of events like “Farming for Future – Agriculture and Climate Change” in 2019. Even though the extensive list ends there, it certainly won’t be the company’s last involvement; in 2020, Ulrike Detmers made a private donation of 25,000 euros to help establish the Lea Ackermann Foundation. “Dr Lea Ackermann is a Catholic nun who has been promoting the rights of African girls and women since 1985. It’s a huge pleasure to be able to help her pursue her passion by donating funds for her to establish the Lea Ackermann Foundation”, explains Detmers.

## MORE ABOUT SOCIAL INITIATIVES

More information can be found here: <https://www.mestemacher.de/gleichstellungsaktivitaeten/>



Dr Ulrike Detmers (left) supports Dr Lea Ackermann, a Catholic nun who has been promoting the rights of African girls and women since 1985.

Photo: Agentur Baganz





A memorable design: Albert, Ulrike and Fritz Detmers (from left to right) present “Marlene Reichstag Gold Black” and “Marlene Reichstag Silver Blue” by Andreas Reimann in 2006.

PHOTO: ARCHIVE

## Artistic bread tins for the anniversary

Celebrate 150 years of Westphalian bread culture with a set of two nostalgic anniversary tins, including the classic panem et artes excellence: pumpernickel.

Enjoy the bread delicacy whose fine and slightly sweet taste is created by a long and gentle baking time of up to 20 hours. Mestemacher is celebrating its 150th anniversary with a commemorative, nostalgic pumpernickel tin.

And pumpernickel isn't the only variety – Westphalian wholemeal bread is also joining the celebrations with a fancy commemorative tin.

Westphalian wholemeal bread is not only well known for its long history, but also through its proven, natural recipe. Only four ingredients form the unmistakable character of the wholemeal bread, which has inspired cultures all over the world.



Tasty treat in a tasty tin: commemorative bread tins.

PHOTO: MESTEMACHER GMBH

# Bread is an art form

**Panem et artes:** Mestemacher has been displaying the work of talented artists on supermarket shelves – and in consumers’ homes – since 1994.

When consumers are strolling through the supermarket aisles, their eyes and hands are usually drawn to nicely packaged products. If you put a tin of bread from the “panem et artes” range in your shopping basket, you’ll spruce up your kitchen with a work of art that will still look great even after you’ve eaten the bread. The tin is beautiful and practical at the same time, as it can be used as a box for pens, loose change or other items. You can even start your own “tinned” art collection, which you can regularly dust off, cherish, polish and love. And whenever a customer buys a tin at the supermarket, they can even make a difference to a budding artist’s life.

In 1980 and is passionate about painting people, created a fascinating design that managed to captivate consumers in an instant. In 2016, there was even a vernissage with the artist in the Mestemacher art forum at the company’s administrative headquarters.

Andreas Reimann created a series on the allures of femininity at his art studio in Vienna. In 2006, he filled supermarket shelves with his extraordinary pieces entitled “Marlene Reichstag Gold Black” and “Marlene Reichstag Silver Blue”. The designs feature Marlene Dietrich, who is depicted in the pop

art style that was popularised by Andy Warhol. It might not look like it, but the exhibits are not commissioned works of art.

**CHAMPIONING CREATIVE FREEDOM**  
Artists are usually expected to produce whatever their paying customers would like to see. “My husband and I reject this form of personal exploitation, as we respect artists’ creative freedom”, explains Ulrike Detmers, who helped to launch the initiative. Mestemacher has completely different selection criteria for its tin art. The works are chosen exclusively according to their

attractiveness and flair. Consumers are captivated by the colours and mysticism of the bread tins, which are surrounded by an almost magnetic aura of secrecy.

The art editions have been a supermarket hit since 1994. Ulrike Detmers and her husband, Albert Detmers, who is also a passionate art lover, had always wanted to give artists a platform for their work. Another guiding principle was the marriage of bread and art. This idea is reflected by the name of the artistic bread tins.

**WHAT BREAD AND ART HAVE IN COMMON**  
The Latin name of the edition, “panem et artes”, translates as „bread and art”. Both have been around for thousands of years, as evidenced by historical cave paintings and the fact that bread is one of the oldest foods of all. History shows that bread and art have always had a vital – and symbolic – place in the world.

This can be seen in the verse “Give us this day our daily bread” in the Lord’s Prayer, which symbolises vital nutrition, and the freedom of art that is anchored in the German constitution. Bread and art are pillars of society – a key part of something bigger than themselves – and help to create taste and enjoyment. They are reassuring constants for people in an ever accelerating world. The “panem et artes” edition unites the two in perfect harmony. If you ever fall in love with a tin design, there’s a good chance you might just develop an interest in art beyond the tinned format.

## REAL EYE-CATCHERS



“Li Chi Wa” by German-Persian artist Shirin Donia (2013).



Hot and tasty: The tins are printed and heat-sealed. A new tin design was released each year from 1994 to 2013. The unforgettable classics, such as “The Lion of Venice” by Bielefeld native Ippazio Fracasso-Baacke and many other works of art, are also available as art prints that can be delivered by Mestemacher free of charge.

**TURNING ARTISTS INTO BREADWINNERS**  
If you buy a tin of nutritious sunflower seed bread and its tasteful artwork (in every sense of the word), you’ll be supporting the artists who created the modern piece. The bread tins give the artists a platform – and help to do away with the assumption that art is a thankless occupation. After all, the sponsored artists are paid royalties for each tin sold – and their work is advertised on a leaflet inside the tin. Many creative minds have been given a real career boost through the publication of their work.

**CAREER BOOST FOR ARTISTS**  
This is what happened to German-Persian artist Shirin Donia after she’d created a very special eye-catcher on supermarket shelves with the “Li Chi Wa” range in 2013. Shirin Donia, who was born

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# Rising like dough

**Mestemacher in numbers:** Key figures don't just interest a company's accountants; they offer exciting facts and figures for everyone. We've put together some interesting information – from 1 to 152,000,000.

# 3.900.000

EURO the family business invested in 2020

# 147.400.000

EURO was the net sales of the Mestemacher group in 2020

# 16,7 649

PERCENT sales growth in 2020

EMPLOYEES are currently working for the Mestemacher group

MESTEMACHER is the international market leader for long-lasting, fresh wholemeal products.

# 152.000.000

EURO is the targeted net sales in 2021

# 8.200.000

EURO is the planned investment amount for 2021

PERCENT of the products are vegan.

# 34 80 95 50

PERCENT is the export share

COUNTRIES around the globe receive Mestemacher's bread specialities – the number is probably even higher.

PERCENT of Mestemacher breads are classified as A and B in the "Nutriscore" and are therefore recommended as beneficial for daily consumption.

PERCENT of the Mestemacher group belongs to the two families Albert & Prof. Dr. Ulrike Detmers and Fritz & Helma Detmers.

# 180

DAYS – this is how long you can store Pumpernickel in its unopened and pasteurized packaging – just as long as crispbread.

# 1985

MESTEMACHER produces organic bread and promotes organic farming.

# 1992

ANOTHER bakery, Modersohn's Mühlen- und Backbetrieb GmbH in Lippstadt, was bought by Albert & Prof. Dr. Ulrike Detmers and Fritz & Helma Detmers.

# 1993

SINCE the polish subsidiary "BENUS Spółka" is part of the Mestemacher group.

# 365

DAYS Westphalian pumpernickel can be kept in the pasteurized bread tin.

# 450

DAYS until the frozen cake slices expire.

# 2002

THE Aerzener Brot und Kuchen GmbH Aerzener Brot was bought by the entrepreneurial couples.

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Mestemacher's bread specialities are available in these countries:

- Australia
- Austria
- Azerbaijan
- Bahrain
- Belgium
- Bosnia
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Columbia
- Costa Rica
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Dominican Republic
- Egypt
- Estonia
- Finland
- France
- Georgian Republic
- Ghana
- Great Britain
- Greece
- Hungary
- Iceland
- India
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Kosovo
- Kuwait
- Lebanon
- Luxembourg
- Macedonia
- Malaysia
- Malta
- Mexico
- Netherlands
- New Zealand
- Panama
- Paraguay
- Peru
- Portugal
- Romania
- Russia
- Singapore
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Trinidad and Tobago
- Turkey
- Uganda
- Ukraine
- United Arabian Emirates
- USA
- Venezuela

# Around the world in 80 countries

**International:** There's nothing like a nice sandwich for breakfast, dinner or just as a little snack; in fact, Mestemacher's wholemeal bread and pumpernickel varieties are so popular around the globe that the company has become a world market leader in this segment.

If you travelled to all the countries where Mestemacher's bread is sold around the world, you'd never stop packing your suitcase. The company's products are enjoyed in over 80 countries – from Australia to Venezuela and everywhere in between.

Mestemacher supplies bread departments in the food retail trade with Westphalian pumpernickel, high-protein specialities, oatmeal specialities without yeast and flour, and organic and standard wholemeal rye products.

Some of the other products supplied by the company include international bread specialities such as Italian organic wraps, Italian organic spelt wraps, organic wholemeal wheat toast, organic spelt toast, tandoori naan bread specialities, gourmet focaccia products, pita bread and wraps.

So, it's no wonder that exports account for a significant percentage of the company's business – with net sales amounting to 147.7 million euros in 2020, the export share was around 34%. The six members of staff in the exports department play a huge role in ensuring that the products made by "Mestemacher – the lifestyle bakery" get from the central warehouse in Gütersloh to the rest of the world.

**STRONG EXPORT TEAM**  
They speak (and write) English and German as they work with importers around the world. They make sure the company's bread and baked goods ultimately get to the places where people are waiting with rumbling bellies and tasty recipe ideas. It's quite a feat when you consider that the products often have to travel

thousands of miles and each country has its own rules and legal requirements.

What's more, it's often night-time for many business partners when people are working hard at Mestemacher in Gütersloh and at the subsidiaries

Modersohn's Mühlen- und Backbetrieb in Lippstadt, Aerzener Brot und Kuchen GmbH and BENUS Spółka z o.o. in Poland.

**SIGNS OF GROWTH**  
The first export countries were France, Italy, Spain,

Luxembourg, Switzerland, Austria, Portugal and the USA. Mestemacher had to explore a completely new market in each country while getting to know the land and its people. But the efforts have certainly paid off, because exports have en-

sured steady growth for the company. The most recent newcomers are Mongolia, Lebanon, Saudi Arabia, Mauritius and Ecuador.

**PRICE INCREASE DUE TO BREXIT**  
Around 77% of export deals are made with the member states of the European Union. Mestemacher sells around 16% of its exports to third countries. Just under 7% of its supermarket bread and baked goods are shipped to European countries outside the EU, of which 2.8% go to Great Britain. Mestemacher is also feeling the effects of Brexit.

Ever since Great Britain left the EU, export times from Gütersloh have increased by 72 to 96 hours. The process used to take "only" 48 hours. There are also charges for exportation documents, although there is no import

duty. Nevertheless, the rise in transportation costs and export duty has increased bread prices for British consumers by around 4%.

**INTERNATIONAL BESTSELLER**  
Mestemacher already exports its goods to many countries and more will be added to the list in the future. If we get back to the idea of travelling to all export countries around the world, the list gives us the urge to pack our bags and jet off somewhere nice – especially during the coronavirus lockdown – with countries such as Myanmar, Philippines, Indonesia, India and Costa Rica.

And what's the world's favourite product? There's no clear favourite, but "high-protein bread is the best-seller in most countries", reveals Ulrike Detmers.

## FOUR LOCATIONS

In addition to the company headquarters in Gütersloh, the Mestemacher Group has a subsidiary based in Lippstadt, Modersohn's Mühlen- und Backbetrieb GmbH, which was founded in 1876 and specialises in the production of tinned bread and original Westphalian pumpernickel.

In 1992, the bakery specialising in Westphalian pumpernickel was bought by the

pair of brothers and their wives: Albert and Dr Ulrike Detmers; and Fritz and Helma Detmers.

The company also owns Aerzener Brot und Kuchen GmbH, a bakery based in the German municipality of Aerzen that was founded in 1882 and produces frozen cakes, organic and conventional wholemeal bread, and crispbreads made from organic and conventional

ingredients. Aerzener Brot und Kuchen GmbH joined the Mestemacher Group in 2002.

The other member is BENUS Spółka z o.o., which joined the Mestemacher Group in 1993. The foreign subsidiary is based in the Polish city of Poznań and specialises in the production of wholemeal rye bread and conventional muesli products.



# Mestemacher

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- › Handling
- › Transport





# Products: we are family!

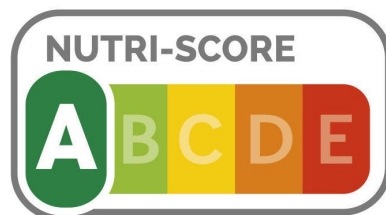
**Product families:** Mestemacher's bread and baked goods are impressively balanced, nutritious and available in several varieties – low in salt, rich in fibre, no additives or preservatives and suitable for vegans and vegetarians.

The secret to Mestemacher's success is its minimalism – only the most important ingredients are used in its wholemeal bread, Westphalian pumpernickel, international bread specialties and crispbreads. They're rich in fibre and full of goodness – and absolutely free from additives and preservatives.

Instead, the industrial bakery improves the shelf life of its bread and baked goods in a traditional pasteurisation process, where the products are heated up without the use of chemicals. In keeping with the minimalistic recipes, the

bread's salt content is also kept as low as possible. Eating too much salt can raise your blood pressure which, conversely, you can lower by reducing your intake. As most of the salt we consume is found in processed foods, it's not always visible to consumers at first glance. However, you can rest assured that Mestemacher's bread is low in salt.

"86% of the products in Mestemacher's portfolio contain less than 1.3 grams of salt per 100 grams", emphasises Ulrike Detmers. One of the more recent product lines, "Unser Pures", is



completely free from flour and yeast. Instead, oilseeds contain essential Omega-3 fatty acids and pulses are a plant-based source of protein and fibre. This creates an impressive balance of nutrients, which is reflected by the Nutri-Score of "A".

Since the beginning of 2020, the Nutri-Score has been used to clearly indicate the nutritional balance of a food product on the front of its packaging in a colour-coded scale from A to E. This allows consumers to quickly decide which products will help them ensure a balanced diet.

Mestemacher is one of the pioneers that championed this form of standardised nutrition labelling – Ulrike Detmers even personally campaigned for the scheme to be introduced throughout Europe.

95% of the products in Mestemacher's portfolio have a Nutri-Score of "A" or "B", such as its Westphalian wholemeal bread and the company's original Westphalian pumpernickel, which means they are recommended for daily consumption. Only 5% of the company's products are classified as "C".

Most of the extensive range (approx. 80%) is also suitable for vegans, while 20% of the bread and baked goods contain milk-based raw materials and are therefore still suitable for vegetarians.

As a growing number of people are looking for long-lasting products, Mestemacher is a popular choice in this segment. "We also expect an increase in sales due to the trend towards a more natural way of living", says Ulrike Detmers. "Such lifestyles create a sustainable demand for vegan, vegetarian and low-salt food with a positive nutritional balance".



## Westphalian pumpernickel family

This classic bread is a tasty treat that can be enjoyed in a whole range of shapes and sizes, from a round form in a tin to a classic slice of bread or a small, fine piece of gourmet pumpernickel. It doesn't matter whether

you've got a sweet tooth or prefer things nice and savoury – there's something for everyone with pumpernickel. And the new commemorative tin will make it an eye-catching addition to any kitchen.



## Westphalian specialties

Pumpernickel is part of several product families all at once. And that's exactly the way it should be, because pumpernickel and wholemeal bread are a delicious duo that unlock the taste of Westphalia.

The products are available in round, square and gourmet slices. These bread varieties have been faithful companions throughout the lives of many a local. After all, they're both true classics.



## High-protein bread and toastie family

Toasties are just "too hot to handle" and delicious in the morning or evening when they come fresh out of the toaster and go well with a whole range of tasty toppings. Just like the different flavours of high-

protein bread, they have a Nutri-Score of "A". Anyone who chooses this bread can look forward to a healthy delight.



## Health bread family

Mestemacher's health bread varieties are the epitome of a whole family of products. The family's name is also honoured by the muesli bread, high-protein bread and the products in the "Unser Pures" range. The

bread varieties have an impressively nutritious and healthy range of ingredients – from linseeds and pumpkin seeds to walnuts and almonds – and are an important part of a health and nutritious diet.



## ORGANIC WHOLEMEAL and ORGANIC WRAPS

It's the defining nutritional trend of our time: More and more people are looking for a sensible and natural diet – and they'll find the perfect products for this in the organic wholemeal family and the organic wraps edition. The products are made in the best way for people and nature by freshly grinding the whole grain in the company's own mill. The bread varieties are rich in essential fibre. No chemical sprays or fertilisers are used in the organic farming process to protect our environment. By choosing a product from this family, you can help to promote agricultural ecology.

Mestemacher is actively involved in nature conservation. As the first producer of packaged wholemeal bread from controlled organic sources, the company

has been promoting the livelihood of organic farmers and growing their businesses since 1985. Ever since the first loaves rolled off the production line at the bakery in Gütersloh, which had its own large mill, delicious flavours have been developed every year. Mestemacher's products feature the new organic seal as one of the first companies to make packaged wholemeal bread. This is reassuring for consumers: If it says "organic" on the packaging, it really is organic. All products with the organic seal meet the requirements of the EU Eco-Regulation. So many healthy ingredients also ensure the best possible taste. The organic specialties melt in the mouths of consumers as they enjoy the ecological delight.



## Sylt wholemeal bread

Many people long for the North Sea with the wind and waves that seem to take all our worries out to sea, the calming noise and the salt in the air. A holiday by the North Sea is so relaxing.

The island of Sylt is a particularly popular destination. Starting with the journey on the motorail train and the arrival at the tranquil train station, followed by the thatched houses, a trip to Sylt has always given people a break from their everyday lives, allowing them to rest and recharge their batteries.

To keep the memories of their holiday alive and bring back the relaxation at least for a moment or two, many people collect sand and shells to add a touch of nature to their living room at home, look through photos and

videos, and enjoy a few specialties from the island after returning home. And there's good news for anyone who has ever fallen in love with the island's delicacies... Mestemacher proudly presents a piece of the Sylt way of life that goes down a treat with holidaymakers and locals alike:

Original Sylt baked goods by Jürgen Ingwersen. The hearty and healthy wholemeal bread reflects the true essence of the island. Thanks to Mestemacher, you don't have to travel all the way up north to enjoy Sylt's baking tradition.

The bread is available as classic wholemeal and in a tasty walnut wholemeal variety.





## Health toasties

On your marks... get set... toast! Once you've put one of these toasties in the toaster, you won't have to wait long before your kitchen is filled with the delicious and delightful smell of breakfast, midday snacks or

evening bites. These toastie treats are the perfect combination of fresh and crunchy pleasure. They're the perfect choice for anyone who wants to turn up the heat with a healthy meal.



## BBQ beauties

You can't have a barbecue party without delicious bread – and Mestemacher has a large selection, from kebab bread and focaccia to pita and even sophisticated Indian naan. This tandoori wheat flatbread

comes in packs of four with delicate garlic and coriander notes or as "classic wheat".



## Wrap it up

More and more people are enjoying tasty fillings like chicken, mince, cheese and vegetables in a delicious wrap. Mestemacher has all you need to "wrap it up" with its "California multigrain wraps" and "California

wheat wraps" – and if you're feeling extra peckish, why not try the "XL California wheat wraps"?



## Portion sizes and bread baskets

The small portions are perfect for people who live on their own or need a little bit of variety now and then without letting anything go to waste. You can choose from the organic family bread basket with three

different types in seven portions and a premium wholemeal bread basket with five different types. Needless to say, the classic Westphalian pumpernickel is also available in a small portion.



## The new guys: welcome to the family!

Just like any family, the Mestemacher product family is defined by constant change. If we stick with this comparison, families are usually delighted to welcome new members, because they point the way to the future. The very latest members, which hit stores in January 2021, are also real beauties: We're talking about Mestemacher's Westphalian pumpernickel in a retro tin containing 500 grams of the delicious sliced bread. This was released at the same time as another new product: Mestemacher's Westphalian wholemeal bread in a retro tin.

has been eaten. There had already been new additions to the product families in 2000, when the company introduced organic spelt toast, organic wholemeal wheat toast, organic spelt bread and the "Unser Pures" line following market surveys and constant research and development. Some of the products in the "Unser Pures" line include tasty toasties and carrot and pesto flavours. And there were other newcomers in 2020 that have since grown in popularity, such as organic Italian spelt wraps and organic Italian wraps.

Stay up to date with the latest "family members" and discover more Mestemacher specialties at [www.mestemacher.de/produkte](http://www.mestemacher.de/produkte).

ANWALTS-SOZietät DR. RÖSSLER

Gegründet 1947 von Dr. jur. Georg Rössler  
Gesellschaft bürgerlichen Rechts

Wir gratulieren der Mestemacher GmbH  
zum 150-jährigen Bestehen  
und bedanken uns für eine jahrzehntelange  
vertrauensvolle Zusammenarbeit.

Dr. Wolfgang Gansweid, Notar a. D.  
Dr. Rainer Schmidt, Notar  
Dr. Burkhard Pfeil, Notar  
Burkhard Zurheide  
Elena Strumann LL.M.

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# The proof is in the pudding... or the bread!

**Research and development:** With a long tradition of courage, creativity and ingenuity, it's absolutely no surprise that Mestemacher has repeatedly ranked among the top 100 innovative medium-sized companies in Germany.



Smelling, tasting, testing: Market observations and trend research are important building blocks for product development. Before a new bread variety is brought to market, it obviously has to be tasted.

In fact, the company twice ranked among the top 25 – and even finished in 12th place in 2019. Well over 3,000 small and medium-sized enterprises are examined by the team of consultants at Munich Strategy on behalf of the Wirtschaftswoche business magazine. The results are used to generate an “innovation score”. Some of the most important factors are innovative strength, pioneering achievements, sales development, and research and development.

When presenting Mestemacher with its award in 2019, the founder of Munich Strategy, Dr Sebastian Theopold, explained what made the company so special: “Mestemacher shows that niche markets are no restriction for innovative companies – quite the opposite”. Some of the most successful businesses in the food market are those which consistently explore the niche and play around with it. “Mestemacher has given pumpernickel and wholemeal bread a 21st-century facelift. The company picks

up on food trends with a wealth of ideas and creates modern packaging and advertising that appeal to each target market”.

As one of Mestemacher's most recent pioneering achievements, it became the first industrial bakery to announce it would be introducing the multi-coloured Nutri-Score logo on its products. This new labelling has since been introduced.

**“The Nutri-Score is really easy to understand.”**

“We stand alongside Danone, Iglo and Bofrost as one of only four companies in Germany that had campaigned for this nutritional labelling from an early stage and then started to implement it”, explains Ulrike Detmers. “I firmly believe it's a good idea, especially when you consider that children learn better with memorable colour schemes. The Nutri-Score is really easy to understand and even ma-

kes young customers aware of the importance of a balanced diet”.

And that's just one of many examples, because the company takes one step to-

wards the future every day with its hard work. Research and development can be seen in many areas at Mestemacher. “It's about much more than mere product develop-

ment. Other important innovation areas include corporate social responsibility, technology, nutritional reports, the Nutri-Score, and sustainability and environ-

mental management”, explains Ulrike Detmers.

The R&D department is home to qualified members of staff who conduct research and development at different sites.

One of the places where lots of people work together is the test bakery. It certainly lives up to its name, because it's where goods are baked, tasted and refined on a daily basis until the desired result is achieved. The company also keeps a close eye on the market and new trends to find out what people actually like. “To do this, we evaluate data from market observations, survey results from relevant research institutes and the market research company Nielsen”, explains Ulrike Detmers.

**“The proof of the pudding is in the eating.”**

But before a product is displayed on our supermarket shelves, the “proof of the pudding is in the eating”, as the saying goes. “This also includes tasting sessions with our management team, quality assurance staff and customers, says Ulrike Detmers with a smile.



Mestemacher's quality assurance site.

PHOTOS: MESTEMACHER

## FUTURE VISION

Mestemacher's history has been defined by visionary entrepreneurship. This not only applies to the founding Mestemacher family, but also the Detmers family, who used to run another large bakery before buying the company. The family business invested a whopping 3.9 million euros in long-term projects in 2020. The investments will help to improve the quality of the company's products, automate and streamline its processes, boost its capacity and humanise its workflows. The company plans to invest 8.2 million euros in 2021.

## The black gold of Westphalia: “Pumpernickel is as clean as a whistle”

**The fountain of youth:** Mathilde and Josef Gassei often enjoy a slice of pumpernickel or two. It's a tradition they've inherited from their mother and mother-in-law. We discuss what makes pumpernickel so healthy, why it's the only German bread with a unique selling point, and why it's a poem in the truest sense of the word.

“We always have some pumpernickel in the kitchen cupboard – my wife Mathilde buys it every week”, says Josef Gassei with a chuckle. The 83-year-old usually treats himself to a slice of pumpernickel in the afternoon or evening. “It's what we used to eat at home when we were little”. He grew up in a rural part of Gütersloh called Spexard. “We needed something substantial on our plates”.

Pumpernickel is a rich source of fibre, as the bread is made with whole-grain rye meal. As the whole rye grain is used, important vitamins and minerals are conserved. This makes pumpernickel one of the most suitable bread varieties to cover our daily fibre intake.

And that's not the only special thing about pumpernickel – the baking process is also an extraordinary spectacle. After all, pumper-

nickel is a bread with a unique character that takes time.

It's somewhat misleading to refer to the process as “baking”, because Westphalian pumpernickel is cooked at only 100°C in a high-pressure steam oven for at least 20 hours. This preserves its vitamins and fibre, gives it a distinct colour and structure, and makes it slightly sweet and juicy. Josef Gassei's wife, Mathilde, has her own “sweet” memories of pumpernickel.

“We used to make our own little sweets by coating slices of black bread in golden syrup”, recalls the 86-year-old.

The sweet treat was also popular with the other children in the neighbourhood: Willi, Heini, Ferdi and Jossi. “You could always tell we'd eaten some when bits of sand would get stuck to

the sugar around our mouths”, she laughs. These days, Mathilde and Josef Gassei enjoy a nice slice of pumpernickel in the evening

with some good butter – topped with sausage, cheese or ham – and they sometimes make a “double decker” by adding half of a bread roll.

The combination of fine, malty sweetness and slight sourness makes pumpernickel such a versatile type of bread that tastes great with

both sweet and savoury ingredients. It's this combination that produces the unmistakable taste of the “black gold of Westphalia”, which is the only bread in Germany that is allowed to bear the “protected geographical indication”, a quality seal awarded by the European Commission.

**Many people associate pumpernickel with a poem**

Mestemacher's speciality from Westphalia has even managed to impress experts on the international stage, winning a Premium Taste Award in 2019 from the International Taste and Quality Institute in Brussels.

Josef Gassei's mother (Mathilde's mother-in-law)



Mathilde and Josef Gassei love a slice of pumpernickel in the evening – with butter, sausage or cheese.

PHOTO: MESTEMACHER





Mestemacher was not only one of the first companies to bake organic bread – it has also been promoting organic farming since 1985.

PHOTO: ISTOCK

# Sustainability with tradition

**Environment:** Many people might think of “sustainability” as a trendy buzzword in the age of climate action, but it is firmly anchored in Mestemacher’s baking tradition. In fact, the company is an organic pioneer in its own right.

The first organic bread came from the traditional, pioneering bakery in Gütersloh. Mestemacher started using organic flour in its bread and baked goods as early as 1985. Ever since the first organic wholemeal rye bread rolled off the production line, the company has constantly expanded its range of organic wholemeal specialities.

After releasing its first organic spelt Italian wraps in January 2020, an organic spelt loaf and organic wholemeal wheat toast followed in October 2020. Neither of the products contain any preservatives or additives. They are low in sugar, lactose-free and, just like the other products in the range, they only contain the most essential ingredients.

And what’s so special about the organic wholemeal wheat toast? It’s one of the few breads for

toasting to be awarded the Nutri-Score “A”. Around a fifth of total sales are currently generated by organic products, but the percentage is growing slightly due to rising demand in Germany and

abroad. The plant-based, wholesome and organic products in the Mestemacher portfolio are meeting the hot trends around the world.

Organic farming plays a very important role by ensuring the

responsible use of soil, air and water, by doing away with genetic engineering, mineral nitrogen fertilisers and chemical pesticides, by promoting biodiversity and by producing high-quality food.

“Mestemacher has been supporting organic farming since 1985 and is actively involved in nature conservation initiatives”, says Ulrike Detmers. Before the baking process even begins, organic and conventional rye are freshly ground into wholemeal rye meal in the company’s own mill.

## COMBINED HEAT AND POWER UNIT

Mestemacher has been promoting environmental awareness for years, as reflected by the combined heat and power unit (CHP) that was installed on the roof of the company building in Gütersloh in 2012, converting natural gas into ste-

am, hot and cold water, electricity and hot thermal oil for baking. “The combined heat and power unit is part of Mestemacher’s energy strategy. It’s connected to an absorption chiller and a steam generator with a downstream steam accumulator”.

The CHP consists of a gas engine in which natural gas is combusted, and a boiler in which steam is generated. Electricity is produced by the generator of the eight-cylinder engine. The electrical output is 850 kW / hour, and the gas output is 2,000 kW / hour.

“By switching our entire energy supply in Gütersloh to the highly efficient CHP with its gas engine, we’ve reduced our carbon emissions by around 1,700 tons a year”, says Dr Ulrike Detmers.

Another combined heat and power unit has been installed at the Aeren site in the district of Hameln-Py-

mont, which also saves around 1,700 tons of CO2 each year.

## PACKAGING

Mestemacher bakes its bread with freshly ground organic rye and conventional rye from its own mill. The whole process takes place within the company – from production to packaging – and the bread and baked goods are sliced, packaged and pasteurised. One of the guiding principles of the Mestemacher Group is “bread should be enjoyed – not thrown away”.

The industrial bakery prevents and reduces waste by using ideal packaging sizes for each product, such as portion sizes and smaller bread packs for households. Individually packaged wholemeal bread slices have a long shelf life when unopened and are nice and practical when it comes to stocking up on essentials.



A bird’s-eye view of the production facilities at Am Anger 16 and the new administration building in Gütersloh.

PHOTO: WEEKEND-STARS

## Regional delights

**Cuisine:** Westfälisch Genießen e. V. has been working hard to modernise the image of Westphalian cuisine for the past 31 years. Mestemacher has supported the initiative from the very beginning.

Too heavy... unimaginative dishes... ingredients like pearl barley and offal... Westphalian cuisine is often seen as old and boring. But there’s so much more to it than gourmets often assume.

Trout fillet with pointed cabbage, potato ragout and sorrel foam – delicious! The same goes for pearl barley, which was once considered poor people’s food but is now delighting even the most discerning of palates in the form of risotto with basil, maize poularde, rocket salad and sunflower seeds. And traditional pumpernickel can also be used in dishes such as red wine rooster with pumpernickel carrots and potato & wild garlic purée.

The culinary potential of our region is immense. Westfälisch Genießen e.V. is a charitable association which, for the past 31 years, has been proving just how creative, rich and modern regional cuisine can be in Westphalia.

Founded on 20 February 1990, the association’s initiatives are supported and sponsored by four Westphalian companies: Mestemacher (industrial bakery), Carolinen Brunnen (beverage manufacturer), L. Stroetmann from Werne (wholesale grocer) and Warsteiner

(brewery). Together they produce typical products from Westphalian eating and drinking culture with pumpernickel, wholemeal bread, mineral water from the springs of Teutoburg Forest and beer – and some have been in business for over 100 years.

## Traditional dishes are reinterpreted

They want to raise awareness of Westphalian cuisine. Traditional dishes are reinter-

preted with a constant focus on seasonal ingredients and regional produce. The recipe ideas are collected and published in their own app, in the “Westfälisch Genießen” magazine and on the association’s website.

Classics like Kastenpickert potato bread with liver sausage and plum jam or “Himmel und Äd” (black pudding, fried onions and mashed potatoes with apple sauce) are even tasted at seasonally themed show cooking events. Amateur cooks can learn to make dishes like Pfefferpotthast at

regional cookery courses, and young chefs and apprentices are trained in the art of Westphalian cuisine at the Academy for Young Talent. The association’s work puts the focus on our region’s tasty side, demonstrating that tradition and modernity go hand in hand.

It doesn’t matter whether you treat yourself to some culinary delights at a restaurant or try your own hand in the kitchen.

There are various seasonal recipes to be discovered throughout the year, such as in spring when gardens and fields awake from their winter slumber. There’s no lack of inspiration with ideas like lamb’s lettuce with beetroot and caramelised goat’s cheese or duck breast with stuffed savoy cabbage and potato dumplings.

Even if you don’t want to cook yourself, you don’t have to go without regional cuisine, because you’ll find a restaurant guide on the website.

So, if you’re in the mood for a delicious Westphalian meal after reading this, you can find an overview of restaurants that create the food and ambience of Westphalia at [www.westfaelisch-genießen.de](http://www.westfaelisch-genießen.de).



Partners and sponsors of Westfälisch Genießen e.V. (from left to right): Harald Peters, Max Stroetmann (L. Stroetmann wholesale grocer), Albert Detmers (Mestemacher), Hans-Peter Schilken (Warsteiner brewery), Friedrich Wilhelm Krüger (Director of Westfälisch Genießen e.V.), Maik Ramforth-Wüllner (Carolinen Brunnen). PHOTO: WOLF KLOSS

150

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# How's it made?

**Production:** Most people have seen packaged bread on supermarket shelves, but how many people know how it's actually made? We take an exclusive look behind the scenes – and reveal an XXL surprise...

If you've ever done a little home baking, you'll know it all starts with the ingredients! While this is essentially the same idea at Mestemacher, the ingredients aren't just sourced from the local supermarket, as baking is done on a much larger scale. The rye, which forms the basis of many healthy bread varieties, is delivered to the company every day by lorry. But before the daily 25 tons of whole-grain rye can be unloaded and processed into meal in the company's own mill, the first thing to do is... wait!

After all, each lorry load first has to be carefully checked to ensure high quality. This is done by taking random samples and running checks in the quality assurance department.

For example, the deliveries are checked in the laboratory to make sure none of the rye seeds are too small and there are no other types of seeds in the batch. Once the delivery has been approved, the load is allowed to leave the lorry and the rye can then be processed into meal in the company's own mill. Once the rye has been processed, one of the most important ingredients is ready – but it takes more than that to make bread dough.

## No additives or preservatives are used at Mestemacher

A really important ingredient in wholemeal bread is natural sourdough, which is made in a fully automated sourdough machine. It's important to note that hygiene is a top priority during the production process. Before employees enter the production area, they pass through a tight hygiene system with a station for washing and disinfecting their hands. And then it's time to work the dough.

All ingredients that are required in large quantities, such as baking meal, are kept in large silos and transferred straight to the production process, whereas smaller components such as salt and yeast are weighed by hand and then added to the mixture. The same applies to other characteristic ingredients of certain bread specialities, such as sunflower seeds.

While mere mortals have to make do with a mixing bowl at home, Mestemacher has much larger kneaders. In the fully automated production facilities, all it takes is the push of a button to add the sourdough, meal and water in exactly the right quantities. The machines even take care of kneading.

Once the mixture has been kneaded, the bread dough is poured into open moulds (which are quite a bit bigger than the baking moulds found in kitchen cupboards). The loaves are also much larger than the ones sold in places like village bakeries, because they're baked in an XXL format and look like very long bread poles. This makes sense, because each end of the bread is chopped off and kept out of the packaged product – many people probably wouldn't eat it anyway.

Another thing that obviously has to be XXL is the conveyor oven, into



Maik Detmers (Operations Manager) and Anna Mester (Production Manager) ensure a smooth production process by controlling and monitoring everything – from the delivery of the rye up to the finished product.



XXL bread: Before the bread is cut into loaves, it's baked in an extremely long pole shape. The bread is packaged in 250 g bags for consumers.



Mestemacher is a huge advocate of gender equality. This ethos can be felt at every level of the company – around half of all managers are women.



Like clockwork: Many steps in the modern production process are fully automated – even the cutting and slicing.



All dressed up and ready to go: Before the bread can be stacked on supermarket shelves, it's labelled and made to last using a special pasteurisation method.

which the moulds are independently transported. The loaves acquire their signature appearance during the baking process. Before the bread can be cut into sensible sizes for supermarkets, it has to cool

off in a separate area. Once it has been cooled down and sliced, it's packaged in 250 g packs that are ready for consumption. A machine is used to check the weight of every single pack. The packaged loaves are then

packed in baskets and palletted for transport in a fully automated process. No additives or preservatives are used at Mestemacher. Each batch is tasted and assessed by several members of staff to check the

enzyme activity, pH level, acidity and other properties of the baked bread. Before the packaged bread is labelled and packed in cardboard boxes, its shelf life is improved through gentle heating in a

pasteurisation oven. This is done using a very special and strictly secret method. The cardboard boxes are then loaded onto a lorry – and then all that's left is... XXL enjoyment.

## The true family in the family business

**Corporate culture:** Mestemacher is more than just a traditional family business – its workforce is also one big family. Some employees are even continuing their own family tradition, such as the chairman of the works council, Mehmet Dagdelen, whose auntie and uncle worked at the company before him.

Mehmet Dagdelen describes a childhood memory that he'll never forget: "The wholemeal bread always smelled so nice". This is the pleasant smell he associates with his auntie and uncle, both of whom used to work for Mestemacher. A few years later, he started working at the place where the tasty and delicious-smelling bread is made.

"I'd done a few odd jobs for Mestemacher in my teens", recalls the 46-year-old with a smile. After finishing his

training as a carpenter at Nobilia, he made a permanent move to the company he'd "got a taste for" on a few occasions in the past.

"I wanted to get to try out different types of work in various departments and learn how to operate the machinery". His uncle had done the same for many years as a shift supervisor – until he died in a car accident in 1993.

His auntie, who had been working at Mestemacher since the age of 15, suddenly had to take care of three



Mehmet Dagdelen talks to Angelika Klein (Vice Chairwoman of the Works Council) and Ulrike Detmers (right). PHOTO: MESTEMACHER

children all on her own. "From that point forward, we all lived together as one big family. We were always there for one another", recalls Dagdelen. His auntie's job ensured a steady income – and the family overcame the challenge together.

Dagdelen keeps this spirit alive in his role as chairman of the works council. „Many of our colleagues have known one another for decades. “There's a real family atmosphere at work”, he says. And just like at home, this also

includes the odd argument here and there.

“But as everyone is willing to compromise, we quickly find a happy medium”, explains Dagdelen, who has followed in his uncle's footsteps by becoming a shift supervisor. His ethnicity and nationality hasn't played the slightest role at the cosmopolitan and modern company. “What counts are the people and the way they work together”.

His alarm clock goes off at five o'clock every morning.

“You get up, take responsibility and try your best in everything you do”, says the father whose two daughters have now grown up.

In the summer, Mehmet Dagdelen likes to fly to Turkey to visit his parents and other relatives. He always

remembers to pack a bit of pumpernickel in his suitcase.

“I suppose I could also buy it in Turkey, but it's twice as tasty when your son brings it himself”, he says with a chuckle.





Business graduates from Bielefeld University of Applied Sciences (from left to right): Marta Glowacka (graduated in 2001), Albert Detmers (graduated in 1974), Dr Ulrike Detmers (graduated in 1978), Katja Wiesbrock (graduated in 2003).  
PHOTO: FOTOSESSION

## An excellent training company

**Careers:** Mestemacher can also look back on 150 years of apprenticeships. After all, apprentices were even taken on by the company's founder, Wilhelm Mestemacher. In addition to offering vocational training, Mestemacher also works closely with students and universities.

A good education lays a solid foundation for a person's career. Although many people's professional development is becoming increasingly dynamic, the same principle has always applied in the world of work: If you have a solid basis, you can spread your wings and fly – right to the top of the career ladder.

Many young people have traditionally started their careers with Mestemacher – even the company's founder, Wilhelm Mestemacher, trained young people and supported apprentices beyond his own business. And training still forms a huge part of Mestemacher's culture to this day, as reflected by an award for outstanding

training achievements, which was presented by the Chamber of Industry and Commerce in 2018. When the new training year starts in August, there will be five

trainees at the company: two aspiring industrial clerks and three food technology specialists in the making. This puts the company's training quota at a solid 3%. In addition to offering

classic vocational training, Mestemacher also works closely with students and universities, offering a whole range of internships, opportunities for bachelor's

dissertations and master's theses and even student jobs.

And the current managing director Albert Detmers was one of the first students to graduate from Bielefeld Uni-

versity of Applied Sciences – and the managing partner Ulrike Detmers even teaches business administration at the same university with a special focus on human resources and organisation. "I really enjoy working with young people – and I get positive feedback", she says. That's understandable, as Ulrike Detmers must be a very special professor for many students. After all, how lucky do you have to be to have a professor who is actively involved in business as a manager?

Thanks to her commitment to the next generation, she's also made numerous contacts that have stood the test of time. "For example, Marta Glowacka used to be my

assistant at the university – and she's now the commercial director of Mestemacher Management GmbH". And that's not the only example of what can blossom from her work with students: "And then there's Katja Wiesbrock, one of our key account managers and sales managers. I supervised her dissertation in early 2000", recalls Ulrike Detmers.

Even seemingly small things can develop into something big: "or example, the revolutionary redesign of our pumpernickel label in 1999 came in response to critical feedback from one of my students". The company demonstrates an exemplary commitment to young people that enefits everyone concerned in a variety of ways.



The busy bees behind the scenes: Mestemacher also trains industrial clerks.



Food technology specialists – their whole world revolves around food.  
PHOTOS: ISTOCK

## Unique higher education in East Westphalia-Lippe

**Regional strength:** Students, companies and universities are driving one another forward in the region, where there are plenty of opportunities for everyone concerned.

Around 25,000 students were enrolled at the **University of Bielefeld** in the 2018/19 winter semester, when 1,622 people were employed in the fields of teaching and research and 1,220 people worked as technicians and administrative staff. Its total budget (including state funding, third-party funds and other income and interest) amounted to 317.8 million euros. There are 13 faculties at the university: Biology; Chemistry; Educational Science; History, Philosophy and Theology; Health Science; Linguistics and Literary Studies; Mathematics; Physics; Psychology and Sports Science; Law; Sociology; Technical Studies; and Economics. In addition, the new Medical Faculty for the region of East Westphalia-Lippe is currently being built.

Mechanical Engineering; and Electrical Engineering, Computer Science and Mathematics.

During the same period, 10,228 students were enrolled at **Bielefeld University of Applied Sciences**, where 528 people were employed in the fields of teaching and research and 248 people worked as technicians and administrative staff. Its total budget (including third-party funds) was around 88 million euros in 2018. The university has six faculties: Design; Campus Minden; Engineering and Mathematics; Social Sciences; Business; and Health.

In the 2018/19 winter semester, 6,512 students were enrolled at **OWL University of Applied Sciences and Arts**,

where 281 people were employed as academic staff and 199 people as technicians and administrative staff. Its total budget was 64.8 million euros.

**Bielefeld University of Applied Sciences will be celebrating its 50th birthday this year**

The university is home to ten faculties: Detmold School of Architecture and Interior Design; Media Production; Civil Engineering; Life Science Technologies; Electrical Engineering and Technical Informatics; Mechanical Engineering and Mechatronics; Produc-

tion and Wood Technology; Environmental Engineering and Applied Computer Science; Landscape Architecture and Environmental Planning; and Economics.

767 students were enrolled at **Detmold University of Music** in the 2020/21 winter semester, when the university employed 223 people in the fields of science and art (professors, special instructors and lecturers) and 92 people as technicians and administrative staff. Its total budget was around 18.2 million euros in the 2020/21 winter semester. The university has three faculties: The first faculty is for orchestral instruments and conducting; the second faculty focuses on keyboard instruments and vocals; and the third faculty specialises in composition, music theory, school music, instrumental and vocal instruction, elementary musical education, choir conducting, church music and music reproduction.

In addition to the five state universities in the region, there are also **private institutions** such as the FHM in Bielefeld. This plethora of educational facilities gives students and companies the opportunity to shape the future with strong partners from the region.



50 years of future: Bielefeld University of Applied Sciences will also be celebrating its anniversary this year.  
PHOTO: ARCHIVE



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# From the bottom of our heart

**A loving gesture:** heart-shaped chocolates with Westphalian pumpernickel

We all have a special someone who deserves a little thank-you – either for doing something in particular or simply for being there for us every day.

But it's sometimes hard to treat our loved ones to a nice and thoughtful surprise.

It's always a good idea to make something ourselves to show we've made an effort.

Our pumpernickel hearts are a tasty treat for any occasion – from Valentine's Day to a midday snack.

**Ingredients for 15 pieces**  
200 g white chocolate coating  
2 slices of Mestemacher

Westphalian pumpernickel  
1 tbsp. vodka  
1 pinch of cinnamon

**Instructions**  
Chop the slices of bread into small cubes and drizzle with vodka.

Gently melt the chocolate coating in a bain-marie. Stir in the bread cubes and cinnamon.

Pour the mixture into a chocolate mould and leave to harden in the fridge for at least two hours.

Remove from the mould and serve on rose petals.



## Toasties with veggies

**Ingredients**  
1 pack of Mestemacher UNSER PURES toasties  
1 avocado  
1 carrot  
½ cucumber  
2 handfuls of lamb's lettuce  
2 tbsp. mayonnaise  
1 tbsp. Dijon mustard  
1 tsp. lemon juice  
Salt to taste

**Instructions**  
Peel the avocado and cut it into strips. Cut the carrot and cucumber into slices. Mix the mayonnaise, lemon juice and mustard together and season with salt.

Prepare the toasties according to the package instructions and slice them open. Top with lettuce, avocado, carrot and cucumber slices. Add a little dressing and close the toast roll.



# Pumpernickel meets bread roll

**The simplest food is often the tastiest** – and always goes down a treat. Combine a bread roll with pumpernickel to create the perfect snack.

**Ingredients**  
½ slice of Mestemacher Westphalian pumpernickel  
½ wheat roll  
Butter for spreading

1 slice of cheese or sausage of your choice

**Instructions**  
Butter half a wheat roll and

top with a slice of sausage or cheese of your choice.

You can turn your sandwich into a real delicacy by adding

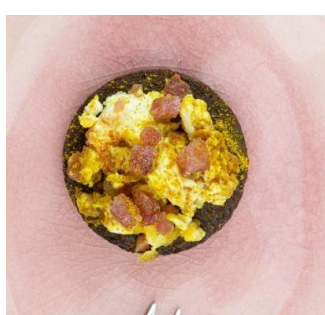
half a slice of buttered Mestemacher Westphalian pumpernickel on top of the slice of sausage or cheese.

PHOTOS: MESTEMACHER.DE



# A delicious hangover breakfast

**Little bites:** Enjoy a tasty snack with pumpernickel and wholemeal bread. It also makes for a great hangover breakfast. Here you can find some recipe ideas for both the “morning after” and the “party before”.



## Symphony: salmon and horseradish

**Ingredients**  
1 pack of GOURMET pumpernickel  
150 g smoked salmon  
100 g yoghurt  
120 g freshly grated horseradish  
1 tsp. sugar  
Salt to taste  
1 handful of chives

**Instructions**  
Mix the yoghurt and horseradish together and season with sugar and salt.

Dice the salmon and put it on the pumpernickel. Add the horseradish cream on top and garnish with the finely chopped chives.

## Little bites with herring salad

**Ingredients**  
1 pack of GOURMET pumpernickel  
200 g pickled herring  
1 apple  
1 red onion  
1 handful of parsley  
3 tbsp. apple cider vinegar  
3 tbsp. neutral cooking oil  
2 tsp. sugar  
Salt and pepper to taste

**Instructions**  
Dice the fish, onion and apple, and put all three in a bowl. Chop the parsley and add it to the bowl.

Mix the vinegar, oil, sugar and spices together. Season the mixture and add everything to the salad. Let the salad soak up the flavour in the refrigerator.

To serve, put the salad on the pumpernickel and garnish with a little parsley.

## Hangover buster with curried eggs

**Ingredients**  
1 pack of GOURMET pumpernickel  
3 eggs  
1 small onion  
50 g bacon  
1 tsp. curry powder  
Salt and pepper to taste

**Instructions**  
Dice the onion. Beat the eggs and season with salt, pepper and curry powder.

Sauté the diced onion in a pan until it turns golden yellow, then add the bacon. Finally, add the scrambled eggs to the pan and let them thicken while stirring. To serve, layer the scrambled eggs on the pumpernickel.

## Trout fillets and cranberry cream

**Ingredients**  
1 pack of GOURMET pumpernickel  
100 g smoked trout fillets  
50 g sour cream  
1 tbsp. cranberry jam  
Parsley for garnishing

**Instructions**  
Mix the sour cream and jam together and spread on the pumpernickel. Cut the fish into bite-sized pieces, place on the sour cream and garnish with parsley.

## Little bites with creamy cheese

**Ingredients**  
1 pack of GOURMET pumpernickel  
100 g sheep's cheese  
75 g yoghurt  
1 clove of garlic  
Salt and pepper to taste  
1 tsp. paprika powder, noble sweet  
Chilli powder to taste  
1 tbsp. chopped parsley  
1 spring onion

**Instructions**  
Crush the sheep's cheese into fine pieces with a fork, add the yoghurt to the sheep's cheese and mix well.

Finely chop the garlic and add it to the cream with the parsley and spices. Season the cream well.

To serve, spread the creamy cheese on the pumpernickel. Cut the spring onion into rings and sprinkle it on the creamy cheese to garnish.

## Creamy herbs at their best

**Ingredients**  
1 pack of GOURMET pumpernickel  
250 g low-fat quark  
100 g yoghurt  
50 g sour cream  
2 handfuls of chopped herbs (e.g. chives, parsley)  
1 small onion  
A few sprinkles of lime juice  
Salt and pepper to taste  
1 handful of cherry tomatoes

**Instructions**  
Put the quark, yoghurt and sour cream in a bowl and stir until creamy. Finely chop the onion and stir into the quark with the herbs. Season with salt, pepper and lime juice.

To serve, spread the herb quark on the pumpernickel. Cut the tomato into strips and place on the quark. Garnish with herbs.

## Quark banana and roasted walnuts

**Ingredients**  
1 pack of GOURMET pumpernickel  
100 g quark  
Zest of half an organic orange  
1 banana  
1 handful of walnuts  
1 tsp. brown sugar

**Instructions**  
Beat the quark until creamy and stir in the orange zest.

Roughly chop the nuts into rough pieces and dry-fry them in a pan. Add the sugar and stir until it becomes runny. Leave the walnuts on baking paper to cool.

Spread the quark on the pumpernickel, put a piece of banana on each slice, and garnish with the walnuts.



**Zum Jubiläum herzliche Glückwünsche!**

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