

Mestemacher
1871-2021



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Press Release

Congratulation on 150 years of Mestemacher Plant Bakery

Gütersloh. *The Mestemacher plant bakery, which has its headquarters in Gütersloh, will celebrate its 150-year anniversary this year. On the occasion of the anniversary, Chamber of Commerce and Industry managing director, **Petra Pigerl-Radtke**, congratulated the shareholding couples, **Albert and Prof Dr Ulrike Detmers** and **Fritz and Helma Detmers** and presented them with an honorary certificate.*

Wilhelm Mestemacher founded the bakery of the same name in Gütersloh 150 years earlier. Today, what used to be a town bakery has developed into a plant bakery that is the global market leader for fresh, wholemeal products with a long shelf life when stored unopened.

"Even in a region such as East Westphalia, which has a tradition of successful family businesses, not so many companies can look back on such a long and successful corporate history. This suggests that Mestemacher has always been managed with foresight and the right instincts. This is certainly also due to you, dear **Detmers family**," **Petra Pigerl-Radtke**, managing director of the East Westphalia Chamber of Industry and Commerce, stated at a small celebration hosted at the company.

In 1985, the brothers **Fritz** und **Albert Detmers** bought the bread factory, as no successor was found in the founding family. Before acquiring Mestemacher, the brothers owned the "Detmers" bakery in Bielefeld-Jöllenbeck, which was also steeped in tradition, but which they sold to the Wendeln plant bakery, which was a supplier at the time. Today, the Bread and Baked Goods Group Mestemacher is owned by the two families **Albert** and **Prof Dr Ulrike Detmers** as well as **Fritz** and **Helma Detmers**, each of which has a 50 per cent share.

"We are delighted about this honour," says **Prof Dr Ulrike Detmers**, managing partner and spokesperson of the Mestemacher Group. "When we bought Mestemacher, the company was already 114 years old. We have successfully developed this great entrepreneurial tradition and the sustainable business model with wholemeal rye specialities and would like to continue doing this in the future."

MESTEMACHER – GROSSBÄCKEREI FÜR VOLLKORNBORTE UND INTERNATIONALE BROTSPEZIALITÄTEN SEIT 1871

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Milestones in the company's recent history include, for example, the plant bakery's promotion of organic farming since 1985, as the first manufacturer of packaged wholemeal breads from controlled organic cultivation.

What is more, with the "Mestemacher – the lifestyle-bakery" claim, the company laid the foundations for a new corporate culture in 2000. In addition, the company is involved in many ways as a social benefactor.

Here, for instance, the **entrepreneurial Detmers couples** are passionate about gender equality and have awarded the Mestemacher "Manager of the Year" prize since 2002. With campaigns such as the bread art cans "Panem et Artes", talented artists are also promoted. What is more, Mestemacher is also one of the pioneers of the standardised "Nutri-Score" European nutrition labelling system, which **Prof. Dr. Ulrike Detmers** personally promoted.

Today, the Mestemacher Group, which has its headquarters in Gütersloh, and has other locations in Lippstadt, Aerzen in Lower Saxony and Poznan in Poland, employs around 650 people. In 2020, the group generated net sales of 147.4 million euros.

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