

Celebrating 150 years of quality

The Mestemacher Bread and Bakery Group is the global market leader for fresh wholemeal products with a long shelf life. The Germany-based company is represented in 80 countries with a focus on the European Union. Wilhelm Mestemacher founded the bakery of the same name in Gütersloh, Germany 150 years earlier. As the company celebrates its 150-year anniversary this year, Prof. Dr. Ulrike Detmers, a managing partner and spokeswoman of the Mestemacher Group, looks back to their achievements with pride, and also shares their plans for the future.

The Mestemacher Bread and Bakery Group is owned 50 per cent each by the families Albert and Prof. Dr. Ulrike Detmers, and Fritz and Helma Detmers. "Mestemacher was already 114 years old when we acquired it in 1985," says Prof. Dr. Detmers. "Building on this great entrepreneurial tradition, we successfully expanded the sustainable business model to include wholemeal rye specialties, notably."

One of the milestones in Mestemacher's history for Prof. Dr. Detmers personally is the "Panem et Artes" bread and art edition. "With this, we embellished the bread tins with works of art, which were then sold in supermarkets from 1994 to 2013, thereby supporting numerous artists. Another milestone was the birth of the "Mestemacher - the lifestyle bakery" claim in 2000. This heralded the modernisation of the complete Mestemacher bread brand's market presence. The year 2000 also saw the start of the avant-garde equality campaigns. Examples of this are found in the Mestemacher "TOP FATHER OF THE YEAR" or "LIVING TOGETHER" awards. It fills me with pride to be awarding the Mestemacher "FEMALE MANAGER OF THE YEAR" prize for the 20th time this year."

The company operates its own mill in which rye is freshly ground into wholemeal rye flour before being baked, again underscoring the company's commitment to Corporate Social Responsibility. "We are committed to using the Nutri-Score nutritional label: 95 per cent of Mestemacher breads are recommended as beneficial for daily consumption," Prof. Dr. Detmers points out.

The corona pandemic did not negatively impact the company's performance in 2020. In fact, with net sales of 147.4 million euros, the Mestemacher Group

grew by 16.7 per cent in comparison to the previous year. The strong increase resulted from the growth in demand for self-service packed breads and baked goods with a long shelf life, and new self-service-appropriate breads and baked goods that satisfy the demand for high-fibre organic breads, ethnic food and protein breads.

The pandemic did put a bit of a damper on their 150-year anniversary celebrations, however. "The celebration party was quite small, with the Chamber of Commerce and Industry honouring our work. Nevertheless, everyone was able to join in as we presented promotional items to the trade and consumers, including a Mestemacher passport, porcelain mugs, sticky note pads and two nostalgic bread tins."

Mestemacher will continue to focus on the trend toward stocking food with a long shelf life, thereby ensuring long periods of enjoyment, and on foods that focus on an increasingly natural lifestyle, she adds. "The plan is to continue to grow in 2021. We expect net sales of 152 million euros and, as such, growth of 3.1 per cent when compared to 2020."



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