



COMPANY PROFILE | BRAND IMAGE | PRODUCT PROFILE | SOCIAL MARKETING
CSR - CORPORATE SOCIAL RESPONSIBILITY | ENVIRONMENTAL PROTECTION



www.mestemacher-gmbh.com

COMPANY PROFILE

UNIQUE SELLING POINT: WORLD MARKET LEADER

From the village bakery to the world market leader of long lasting Wholemeal Bread and Pumpernickel.



Albert Detmers
Partner and Executive Manager
in the Mestemacher-Group



Prof. Dr. Ulrike Detmers
Member in the Executive Board
and Partner in the Mestemacher
Group

Foto: Randi Blomberg/Fotostudio Clemens



Fritz Detmers
Partner and Executive Manager
in the Mestemacher-Group

TURNOVER, GROWTH OF SALES

Founded: 1871
Number of employees / Persons
employed in the group: 535
Accredited apprenticeship company /
apprenticeship company

Sales volume in the group

2010: 112 Million Euros
2011: 118 Million Euros
2012: 128 million euros
2013: 135 million euros
2014: 136 million euros (planned)

Mestemacher began in 1871 as a small village bakery in Gütersloh. Over the following 140 years Mestemacher expanded to become a global market leader in the packaged wholemeal and international specialty bread sector. Our success and USP factor has been primarily due to concentrating on these two market areas and because of our special pasteurized packaging, which offers a longer shelf-life than normal as long as it remains unopened or undamaged. The social orientated Mestemacher bakery made in 2013 a turnover of 135 million euro. With bread varieties like Pumpernickel, different sorts wholemeal rye bread, international bread specialties and deep frozen cakes the group increased the sales by 6 percent, this means a turnover of additional 7 million euro.

In 2014 the annual turnover is predicted to rise to 136 million euro which represents a growth rate of approximately 0.6 percent, but this is a conservative estimation due to the unpredictable economic situation both at home and abroad.

At present Mestemacher employs 535 staff. The export marketshare is 24 percent. Mestemacher invested 4.1 million euros in the financial year 2013 and plans to invest a further 5 million euros in 2014.



From left to right: Helma Detmers, Partner in the Mestemacher-Group and Fritz Detmers, Partner and Executive Manager in the Mestemacher-Group, Albert Detmers, Partner and Executive Manager in the Mestemacher-Group, Prof. Dr. Ulrike Detmers, Member in the Executive Board and Partner in the Mestemacher Group and energy expert Prof. Dr. Claudia Kemfert, Head of the Department of Energy, Transport and the Environment, at the German Institute for Economic Research and Professor of Energy, Economy and Sustainability at the Hertie School of Governance Berlin. The artist Shirin Donia is in the center of the photograph.

In 2013, there were more than 150 million people who were reached via reports in the media (press, radio TV and internet) related to Mestemacher. These primarily focused on the pioneering work carried out by the family concern for the Top Father, Female Manager and care facilities for children. Each day between 1,000-1,500 hits are recorded on our website www.mestermacher.de.

Excellent quality and positive cooperation between the skilled workforce and top-level management is the key to Mestemacher's present success and put the company on the right path to achieving further goals in the future. Mestermacher believes things like eating healthy food, gender equality, and achieving a workable balance between career and family life are important matters in our modern world. Retailers and consumers agree. Being aware of such issues gives Mestemacher that extra edge in the competitive world of industrial baking.

Management of Mestermacher is concentrated primarily in the hands of three executive partners. Albert Detmers, Fritz Detmers and Dr. Ulrike Detmers Business Management professor at the University of Applied Science, Bielefeld. Helma Detmers is also part of the management team.

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BRAND IMAGE

MESTEMACHER - 'Quality not Quantity' ! Our bread Specialities

MESTEMACHER - THE LIFESTYLE BAKERY

"Your gourmet bread really is something special!" Declared a well-known bread expert at the Symposium for Fine Food and Drink. Yes, we from Mestemacher are proud of our bread range and products which complement the self-service shelves of food retailers and supermarkets.

Mestemacher is best known for its original Westphalian Pumpernickel and the different varieties of wholemeal bread. International bread specialities are also sold under the well known brand name. The most well known product is the Pumpernickel. This dark bread from Westphalian is sold with a designation of origin logo "Echt Westfälisch" which means original westphalian. The brand Mestemacher differs in character from other suppliers because of its distinctive package design.

Based on the principle "one face to the customer" you will find this on all our packaged bread.



- Testimonials for specific target groups
- Added value consumer information
- Delicious serving ideas
- Information due to legal obligations and information due to each country of export



The process of backing bread in pictures!



Whole grain rye is ground into coarse flour in our in-house mill.



Kerstin Meier: Head of Quality Control and Maik Detmers, Production Manager In the sour dough plant



The finished loaf of bread is turned out of its baking tray.

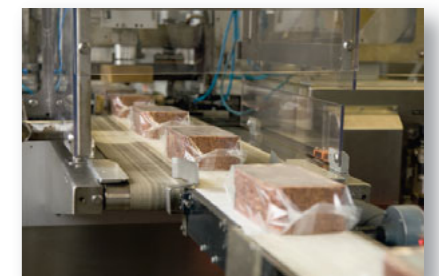


Foto: Robert Hack

By nature true lovers of Mestemacher bread. Maik Detmers, Production Manager and Prof. Dr. Ulrike Detmers, Partner and Member of the Management Board of the Mestemacher Group



The freshly baked bread is cooled, then cut into slices and automatically transferred to the packaging machine..



The bread is sealed in an airtight bag, which is pasteurized, so it will keep for 6-12 months if unopened.

Fotos: FOTOsession

PRODUCT PROFILE

Original Westphalian wholemeal bread and Pumpernickel from natural ingredients.

Original Westphalian Pumpernickel 250 g and 500 g

Pumpernickel is a dark, coarsely ground, wholemeal rye bread without crust.

Its unique flavour is achieved through gentle baking in a steam oven for 20 hours. It is one of the most popular types of German bread.



Small, round format for canapés

The small, round slices of bread are ideal for canapés and finger-food. They are made from freshly ground wholegrain rye.



Discover what Westphalia is made of

The practically sliced, round wholemeal bread is also available in a larger size and comes in its own storage tin. You can choose from a variety of different sorts of bread according to your taste. These include: Sunflower Seed Wholemeal Bread, Original Westphalian Wholemeal Bread and Pumpernickel. The storage tin is perfect when travelling because if you don't open it, the contents will remain fresh for 12 months or longer.

Original Westphalian Vollkornbrot

This crustless whole grain bread from Westphalia is also baked in a steam oven. It has a unique grainy taste.



The Premium Wholemeal Bread Basket contains individually packed portions

5 different sorts of bread in 10 individual portions. Choose from Fitness Bread, Wholemeal Bread, Sunflower Seed Bread, Pumpernickel and Linseed Bread. Each portion is individually sealed and packed providing a shelf life of up to six months if unopened. Just the right thing to take with you when you travel abroad.



Made from real wholemeal grain since 1871



PRODUCT PROFILE

Wholegrain bread from natural ingredients

Lengthways cut bread with a crust

This crusty bread is baked in a continual baking process. Wholemeal bread needs about ninety minutes to complete the baking the process. Then it must rest for 24 hrs. before being cut and machine packed. The majority of customers recognize our packaged bread from their retailer's supermarket shelves. Our special feature since the foundation of the company in 1871 is that we have never used any preservatives in our bread.



Fitness Breads

Traditional Wholemeal Breads

USA-ASSORTMENT ORGANIC WHOLE GRAIN BREADS

Recipe suggestions round out the eye-catching labels of these wholesome organic breads. Each variety has an average of 38 g of whole grains per serving.



1. Organic Rye & Spelt Bread
2. Organic Whole Rye Bread
3. Organic Three Grain Bread
4. Organic Sunflower Seed Bread
5. Organic Flax Seed Bread



PRODUCT PROFILE

SPECIALTY BREAD ITEMS USA-ASSORTMENT



Mestemacher Breads are made in the old German baking tradition since 1871, using only natural whole grain. Just before baking, whole grains is freshly ground in our own mill.



1. Party Rounds - Rye
2. Party Rounds - Pumpernickel
3. Whole Rye - Small 250g
4. "Black" Westfalian Pumpernickel 250g
5. Pumpernickel Rounds
6. Sunflower Rounds



USA-ASSORTMENT

ALL NATURAL WHOLE GRAIN BREADS

Mestemacher lifestyle packaging carries the „Whole Grain Council“ 100 % Stamp of Excellence, and highlights Mestemacher’s high fiber, low fat and cholesterol-free benefits.



- | | |
|-------------------------|--------------------------|
| 1. Pumpnickel | 5. Whole Rye with Muesli |
| 2. Whole Rye Bread | 6. Fitness Bread |
| 3. Three Grain Bread | 7. Multi Seed Bread |
| 4. Sunflower Seed Bread | 8. Almond Rye Bread |



- All Natural Whole Grain Bread
- High in Fiber
- Cholesterol Free for the health conscious consumer



PRODUCT PROFILE

Supporting the Agricultural Ecology!

Conservancy is a good thing! Mestemacher is actively involved in conservancy. As the first producer of packaged whole meal breads of controlled organic agriculture, we have been promoting the growth and existence of organically cultivating agriculturists for more than 14 years. Since the first production in our Gütersloh manufacturing facility with our own large mill, we have developed delicate flavours each year. Safeguarding the natura environment is vital and Mestemacher takes great pride in actively promoting the ecology and protecting nature.

Organic Certificate for our Organic Breads

We are one of the first producers of packaged wholemeal bread and we proudly present the new organic certificate on our products. As a consequence, you as the consumer, may be sure: All those products called organic are organic as a matter of fact. All our products, showing the organic certificate, have been produced in accordance with the EU Organic Farming Regulation.

Organic Wholemeal Breads after EU-Regulation



BREAD DISPLAYS Example for US-Market



Mestemacher displays in a bright look for incremental sales.



DE-ÖKO-001

Natural Whole Grain Breads are also available after US-Regulation.

PRODUCT PROFILE

VIOLA Muesli classic variations

The best mixture for a balanced breakfast

To be already in a good mood in the morning - with Mestemacher mueslis, which are rich in vitamins, there is no chance for being grumpy in the mornings. Thanks to the granular mixture, tired spirits get into top form. For a healthy start to the day we recommend our breakfast muesli, which consists of the best wholemeal flakes and selected fruit.



Organic All-Natural Muesli



Made from only the finest ingredients. Ideal for breakfast or as a snack between meals.



DE-ÖKO-001

PRODUCT PROFILE

International bread specialities



Pita, Pizza & Co.: Think global, act local!

The internet is bringing the people of the world closer together, and this is true of tastes as well. We now offer top quality southern wheat specialities such as pita bread and pizza.

For more variety at breakfast time, we have developed toast rolls with chopped sunflower seeds. The minis can be served with a wide variety of fillings or toppings. Italy is represented by our Mediterranean Pizza Bread. Our pita bread was inspired by original Mediterranean recipes. With sweet or savoury fillings the semi-baked pita bread makes great party snacks and so much more.

Enjoy a little Californian lifestyle
with our original wraps.



AWARDS / SEALS / CERTIFICATES

A selection

Give credit where credit is due

Repeated success for Mestemacher, who submitted their products to the DLG for quality control testing. Once more the DLG acknowledged the outstanding quality of Mestemacher products awarding them 'Gold' in the category 'Award for the Best' - (Preis der Besten").

Then In 2013 came the first federal honour, Ilse Aigner, the German Minister for Food, Agriculture and Consumer Protection, presented Mestemacher, with the 'Bundesehrenpreis' (See photo below).

Mestemacher's social enterprise plus innovative capacity justified the award "Top 100" Best medium-sized German companies awarded through the business magazine 'Die Wirtschaftswoche'.

Since its introduction Mestemacher is allowed to use the bio-seal which certify that the products comes from an ecological environment. Mestemacher again fullfills the requirements for the International Food Standards at the highest level.



DE-ÖKO-001



SOCIAL MARKETING

USP supporting Equal Treatment and Opportunity for Men and Women working towards Compatibility of Career and Family

Mestemacher Award
 'Top Father of the Year'
 Since 2006 2 x 5.000 Euro per annum



MESTEMACHER PREIS
**Spitzenvater
 des Jahres**
 SEIT 2006

Since 2006, Mestemacher has awarded a prize for two top fathers, who carry out pioneering work in the field of childcare and household management. These fathers enable their partners to develop their careers, and at the same time benefit from the extra time they spend with their children. This is important because they have more opportunity to get to know their children better, develop a deeper relationship with them and play a greater role in their development.

The prize money for each father amounts to 5,000 euros.

"Children, kitchen and career are man's business!"

Prof.Dr.Ulrike Detmers
 the initiator of this award
 -Top Father of the Year



SOCIAL MARKETING

MESTEMACHER AWARD FEMALE MANAGER OF THE YEAR



MESTEMACHER PREIS
MANAGERIN DES JAHRES

Support for top female managers

This equal opportunity award seeks to spotlight outstanding female managers who have made it to the very top of their career and their fight for equal status in the still male dominated business world. There by providing a positive role model for up and coming female junior managers and those who exhibit leadership skills. It also supports gender mainstreaming and sexual equality.

The award consists of a valuable silver statue

OECONOMIA

plus prize money of 5,000 euro to be donated to the award winner's choice of social cause or charity.

“Female performance strengthens the economy and consequently its competitiveness.”

Prof. Dr. Urike Detmers
Initiator
MESTEMACHER AWARD FEMALE MANAGER OF THE YEAR



Dr. Angelika Dammann Birgit Behrendt



Angelika Gifford Margret Suckale



Dr. Christine Bortenlänger Martina Sandrock



Regine Stachelhaus Prof. Dr. Helga Rübsamen-Schaff



Dr. Ilona Lange Dagmar Bollin-Flade



Oeconomia

SOCIAL MARKETING

United against Hunger

“Companies like Mestemacher, who in many respects take on social responsibilities, are for us very important partners in the fight against hunger.” -Bärbel Dieckmann, President of the World Hunger Charity organisation



Albert Detmers, Partner and Executive Manager in the Mestemacher-Group, Bärbel Dieckmann, President of the renowned “WORLD HUNGER CHARITY” organization and Prof. Dr. Ulrike Detmers, Member in the Executive Board and Partner in the Mestemacher Group (from the left).



Bärbel Dieckmann, the President of the renowned “WORLD HUNGER CHARITY” organization receives from the hands of Albert and Prof. Dr. Ulrike Detmers a donation of 10,000 euro, to mark the 50th anniversary of the foundation of the charity.

ENVIRONMENTAL PROTECTION AND CONSERVATION - TWO PARTICULAR EXAMPLES

The combined heat and power station at Mestemacher's large-scale bakery



The combined heat and power station is part of Mestemacher's energy concept.



Kim Folmeg is Head of Production, Technology, Product Development and Quality Control at Mestemacher. As Project Leader he was responsible for the installation of the combined heat and power station at Mestemacher." Source: MTU Report 0.2/13 page 22 Author of the text: Lucie Maluck; Photos: Robert Hack

The combined heat and power station (BHKW) at Mestemacher, Gütersloh supplies steam, hot and cold water, thermal oil as well as electricity. The CO2 saving in contrast to a separate production amounts according to the overall planner - GWE Wärme-Energietechnik GmbH & Co. KG, Gütersloh 1,700 tons per annum.

Ecological conservation !

Pioneering work: The first biological bread was from us!

These are 10 reasons why Mestemacher supports ecological farming methods:

Ecological agriculture as it is known:

1. helps conserve and protect our resources: soil, air, water as well as our energy reserves
2. works to the principle of a closed- nutrient cycle
3. renounces the use of any nitrogen fertilizers
4. practices livestock farming methods appropriate to the species
5. encourages sustainable soil fertility
6. does not grow any genetically modified crops
7. does not use any pesticides (except for specifically approved preparations)
8. supports diversity of species
9. produces high-quality food
10. is accepted positively by the population



Source: The / Gernasumer Department Internet Portal/Homepage "Oekolandbau.de"

10 Advantages of Mestemacher bread

For more recipes look at our website www.mestemacher.de/rezepte

Advantages of Mestemacher bread:

1. We only use freshly ground rye whole meal
2. We have our own mill on-site to grind the rye grain.
3. Valuable vitamin B is not lost if the rye is freshly ground.
4. We cut, pack and pasteurize our packaging prior to sale.
5. Through our gentle pasteurization process we can guarantee the freshness of the bread for up to six months or longer, as long as the packaging is not opened.
6. his longer shelf-life guarantee means that our bread is excellent if you want to store it for longer periods or stock up your larder.
7. Mestermacher bread is rich in roughage and fibre.
8. We support ecological farming methods and help protect the environment.
9. When toasted our bread smells and tastes just like it had just been baked.
10. Mestemacher bakes bread for every type of taste.



Serving Suggestions

MESTEMACHER BREAD: AT HOME IN OVER 80 COUNTRIES OF THE WORLD.

From the village bakery to the world market
leader of long lasting Wholemeal Bread and
Pumpernickel.

- | | | | | | |
|--|--------------------|--|-------------|--|----------------------|
| | Albania | | Guatemala | | Russia |
| | Argentina | | Iceland | | Serbia |
| | Armenia | | India | | Singapore |
| | Australia | | Indonesia | | Slovakia |
| | Austria | | Ireland | | Slovenia |
| | Azerbaijan | | Israel | | South Africa |
| | Bahrain | | Italy | | South Korea |
| | Belgium | | Jamaica | | Spain |
| | Bosnia Herzegovina | | Japan | | Sweden |
| | Brasil | | Kosovo | | Switzerland |
| | Bulgaria | | Kuwait | | Taiwan |
| | Canada | | Luxembourg | | Thailand |
| | Chile | | Macedonia | | Trinidad and Tobago |
| | China | | Malaysia | | Turkey |
| | Colombia | | Malta | | Uganda |
| | Costa Rica | | Mexico | | Ukraine |
| | Croatia | | Montenegro | | United Arab Emirates |
| | Cyprus | | Namibia | | United Kingdom |
| | Czech Republic | | Netherlands | | USA |
| | Denmark | | New Zealand | | Uruguay |
| | Dominican Republic | | Nigeria | | Venezuela |
| | Egypt | | Norway | | |
| | El Salvador | | Panama | | |
| | Estonia | | Paraguay | | |
| | Finland | | Peru | | |
| | France | | Poland | | |
| | Georgia | | Portugal | | |
| | Ghana | | Qatar | | |
| | Greece | | Romania | | |



www.mestemacher-gmbh.com

“My feel better bread!”



Competence in baking wholemeal bread

IMPRINT

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Overall concept and realization

Prof. Dr. Ulrike Detmers
Gesellschafterin und Mitglied der Geschäftsführung in der Mestmeacher GmbH
Leitung Zentrales Markenmanagement und Social Marketing

Text

Prof. Dr. Ulrike Detmers