

### **Mestemacher is growing with trend towards vegan food**

Turnover and headcount of the industrial bakery continued to increase in 2021. In 2022, investments are to be almost doubled.

#### **Martin Krause**

**Gütersloh.** Flour, water, salt, yeast – maybe a little oil, sugar or other spices. That's all it takes to make delicious bread. Nevertheless, the Gütersloh-based Mestemacher Group has had its own quality seals for vegan and vegetarian products protected in order to actively draw attention to the plant-based origin of its breads: "We are seeing a worldwide increase in demand for vegan products," Mestemacher CEO, Ulrike Detmers, explains.

The global trend towards plant-based nutrition started in Scandinavia in Europe and in Canada in North America. In the meantime, it has conquered the whole world. And Mestemacher is well positioned in this trend: 80 per cent of the Mestemacher range is suitable for a vegan diet, while the remaining 20 per cent, which also contain animal proteins in the form of whey powder, are vegetarian.

The Gütersloh-based bread and baked goods group, which is considered the world market leader for specialities such as Westphalian pumpernickel and other long-life wholemeal breads, increased its turnover by 3.1 per cent to 152 million euros in its anniversary year 2021 – the year of its 150th anniversary.

The high revenue level achieved after the strong surge in turnover in 2020 (plus 16.7 per cent) has thus been further expanded. The number of employees across the group grew slightly once again, from 649 to 667 full-time employees.



The family-owned company Mestemacher supplies its breads and baked goods to more than 80 countries worldwide.

Photo: Mestemacher

"We are very satisfied, especially since we did not expect to be so successful despite the pandemic," Detmers says. In addition to the trend towards plant-based nutrition and the long shelf life of its packaged products (an argument mainly because of the importance of stockpiling in the pandemic), the industrial bakery is thus also catering to consumers' increasing health awareness. Mestemacher's own milled rye meal, for example, is rich in minerals and B vitamins, and wholemeal bread is also considered particularly rich in dietary fibre.

In 2021, the group invested around eight million euros in new plants and machinery, Detmers says. In 2022, the investment volume is to be increased to 15 million euros. Among other things, the subsidiary in Aerzen, Lower Saxony (Aerzener Brot und Kuchen GmbH) is planning to build a factory building with offices and a workshop covering 3,500 square metres.

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