

Mein Wohlfühlbrot



## JAPANESE FOOD PRIZE “MAMA NO AI AWARD” FOR MESTEMACHER

The 41st International Food and Beverage Exhibition

# FOODEX JAPAN 2016

UFI  
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Event

## GLOBAL MARKET LEADER CONQUERS JAPAN

Tokyo/Gütersloh, 8 April 2016:



The Mestemacher FOODEX-Report comes to the following conclusion: “we are on the right track toward establishing bread sushi in Japan.” In cooperation with a successful import company, Mestemacher presented “Made in Germany” bread specialties at the German Pavilion of the Foodex Food Exhibition in Tokyo in March 2016. Not only



were the specialist buyers of Japanese food stores thrilled about the quality of the breads but also the expert jury for the Japanese “Mama no Ai Award” food prize awarded Mestemacher’s “Bio Protein Brot” the “Silver Prize”. The specialist purchasers were offered a German-Japanese breakfast in the German Pavilion of FOODEX in Tokyo every morning, which met with great interest and culinary approval.

Show chef Steffen Burkhardt excelled at combining miso soup, gherkins and Bio Protein bread sushi.

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In the Japan Mestemacher team's FOODEX report, one can read that well-known food dealers have listed the Mestemacher product range. The customer directory includes well-known supermarket chains such as "Isetan", "Seijo Ishii", "National Azabu" "Ikari Super", and "Motomachi Union". "Mestemacher goes Asia" has already been active for quite some time and, after FOODEX in March 2016, it would appear the ice has been broken in Japan. The decision-makers welcome the bread's naturalness, the sourdough, the large share of fibre and the long shelf-life when left unopened. The Japanese appreciate hygiene and love the packed and sliced bread from Gütersloh.

The industrial bakery for pumpnickel and wholemeal breads is a global market leader for hygienically packed bread specialities with a long shelf life for unopened products. Under this premise, the expansive family-run company has attained 87th place in 100 largest bread and baked goods producers worldwide. The export share is 24 per cent of the overall sales, amounting to 151 million euros in 2015.

"We love Japanese food. In a private capacity, we also feel a close connection to the island state, since our daughter-in-law is Japanese by birth," the family shareholder and Mestemacher's head of brands, Prof Dr Ulrike Detmers emphasises.

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