



Backtradition seit 1884

## 140 years of KuchenMeister: tradition and innovation since 1884

KuchenMeister has stood for artisan baking, quality and innovation for 140 years. What began in **1884** as a small artisan bakery in Soest, North Rhine-Westphalia, has developed into an internationally successful company that combines the tradition of the bakery trade with state-of-the-art technology.

The history of KuchenMeister is characterized by highs and a low. In **1944**, the owner family's store and home were destroyed in the Second World War. But despite these difficult times, the Trockels family were not discouraged and continued their efforts to rebuild the company.

In **1954**, Günter Trockels returned home after his apprenticeship with a new idea and began delivering bread to grocery stores, kiosks, bakeries and families - initially by bicycle and soon with his own van. Industrialization began with the purchase of the first automatic wafer roll machine in **1961**.

This was followed by a steady expansion of the product range from **1971** and the construction of a commercial building in a newly developing industrial area in Soest. Exports began in **1979**, initially to neighboring European countries. The name "KuchenMeister" was also invented in this year and soon became established worldwide.

In **1997**, Günter's son and Managing Director of KuchenMeister since 1995, Hans-Günter Trockels, came up with an ingenious idea: refining the popular croissants with a nut nougat filling. This innovation made KuchenMeister the market leader in this segment. Since then, KuchenMeister has grown steadily and, in addition to Soest, has also started production at other locations, for example in Duingen in Lower Saxony.

In **2012**, KuchenMeister was one of the first food manufacturing companies to receive the "Sustainable Business Food" certificate. Since then, we have continued to expand our sustainability efforts in all areas of the company. Be it in the procurement of (regional) raw materials, in the area of renewable energies, in the development of more energy-efficient oven solutions, in the area of biodiversity or in the use of more environmentally friendly drive systems. For example, what was once a small delivery van has become our own carrier company, which has been using environmentally friendly LNG gas for the most part since **2018** and delivers KuchenMeister products in Germany and around the world.

For our **140th anniversary** this year, in collaboration with the companies Wiking and Herpa, we are therefore presenting both our "GüTro-Bulli", as it is affectionately known in memory of our senior boss Günter Trockels, and our modern Koala-look trucks as model vehicles.