

PRESS RELEASE

**SchapfenMühle: Celebrating 10 years of the „Meine Mühle“ product range
Innovative and successful grain specialist reflects on its long history and takes stock**

Ulm-Jungingen, Feb. 23, 2021 – 10 years ago, this family-owned company from Ulm introduced a new product line called Schapfen "Meine Mühle" at *südback 2011*. This enabled bakers to re-brand their basic offerings to an authentic quality, organic bread and baked goods line. Eight new products were first presented to the baking industry at the leading trade fair ten years ago. Today, the range comprises 27 products that are still produced in accordance with the original "Meine Mühle" quality promise. They still meet the current trend for authentic, organic, healthy foods. SchapfenMühle will continue its successful path and expand the popular product line to include contemporary standards.

The motives which inspired the product launch back in 2011 are still relevant today. The innovative grain specialist wanted to offer bakers a way to produce baked goods of authentic quality which satisfied increasingly strong consumer expectations for baked goods that are as natural as possible. "The driving force behind the introduction of such a product line, which was courageous and progressive for its time, was our former enterprise sales manager, Karl Schmitz. He fielded an increasing number of requests from customers for products with fewer E-numbers. He also had a feel for promising trends driving the food industry. My father-in-law was receptive to his ideas," says Ralph Seibold, managing director of SchapfenMühle. The development of the first products in the line was accompanied by the formulation of a quality promise consisting of six sub-categories, in which the family-owned company laid down the quality specs for the Schapfen "Meine Mühle" product range still in place today. The concept combines the use of declaration-friendly raw materials with a short and comprehensible list of ingredients. Preference is given to refined milled grain products from the company's own mill.

The brand underscores the close and consistently cooperative partnership between bakers and the mill, paying tribute to consumer demands for authentic, regional ingredients. To this day, "Meine Mühle" offers select, high-quality raw materials for bakers in the know. In doing so, the grain specialist combines traditional knowledge with the latest findings, along with experience handling organic ingredients. From the very beginning, the product line has been marketed with its own logo, which is undergoing a re-design on the brand's tenth anniversary.

Due to high demand, the original range of eight products was soon expanded over the years, and all of these have been successful by holding on to the promise of quality.

"The new line was well-received from the start. Some of the original products are still in regular use by our customers today and it is impossible to imagine overall production without them. The fundamentals we laid out back then remain unchanged. Since consumer-generated challenges, along with the needs of the food retail trade and our loyal customers in the baking industry are constantly changing, we will continue to update the line in the coming years. The authentic grain trend – primarily spelt – remains unbroken and will certainly play a significant role in the development of any upcoming 'Meine Mühle' products," explains Ralph Seibold, when answering the question about whether new products can be expected from SchapfenMühle in the near future.

Bildmaterial



Bildunterschrift: Ralph Seibold, SchapfenMühle Managing Director

Dateiname:

Pressefoto_SchapfenMühle_Geschäftsführer_Ralph_Seibold_Feld.jpg
(1,41 MB)

Photo source: SchapfenMühle

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Bildunterschrift: Schapfen „Meine Mühle“: Authentic quality product line

Dateiname:

Pressefoto_SchapfenMühle_Brot_Haende_brechen_Fotocredit_iStock.jpg
(669 KB)

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About the SchapfenMühle

SchapfenMühle is Ulm's oldest mill still in production, currently employing over 200 people at its two locations in Ulm-Jungingen and Dornstadt. Since it was first mentioned in a document in 1452, the company has long been a reliable partner for its customers. Customer proximity, reliability and quality awareness are values that have characterised this family business since its beginnings. As a grain specialist, SchapfenMühle offers a versatile product range of flours, cereal flakes, milled blends, seeds and kernels and much more. Among other things, the company is known for its innovative products made from ancient grains such as spelt and

emmer. The SchapfenMühle value chain guarantees seamless quality from selection of raw materials to harvesting and processing of the grain to delivery to the customer. Continuous investment in new technologies and a pioneering spirit are the company's main guarantors of success. Given its long history, SchapfenMühle has also succeeded in becoming a globally active enterprise.

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