

Medienbeobachtung für Mühlenchemie

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Mühlenchemie purchases Probst Alimentaria

MEXICO CITY, MEXICO — Mühlenchemie GmbH & Co. KG, Ahrensburg, Germany, announced on Feb. 27 that it took over all the ingredients activities of the Mexican firm Probst Alimentaria S.A./ Prestal S.A. de C.V, effective Jan. 1, 2009.

Mühlenchemie is a member of the German Stern-Wywiol Gruppe, a group of companies based in Hamburg, Germany. With the purchase of Probst Alimentaria, Mühlenchemie will have blending lines of its own and a fully equipped baking laboratory in Mexico.

“We are strengthening our base in Mexico in order to meet the needs of the local flour processing industry faster,” said Mühlenchemie’s Managing Director Lennart Kutschinski. Mühlenchemie’s new subsidiary will have the name “Stern Ingredients Mexico,” but it will continue to offer the familiar brand Probst Alimentaria.

Detlev Rösler, sales director for Latin America, will manage the new company together with Mauricio Santaolaya. “We have worldwide competence in flour treatment,” Rösler said. “The exchange of know-how between Germany and Mexico will prove a benefit to all millers. We shall do everything we can to encourage this transfer of knowledge.”

He said the existing production facility in Mexico is to be enlarged so that the U.S. and Latin American markets can be supplied from there, too.



The establishment of the new company “Stern Ingredients México” was celebrated with a glass of wine and a special German-Mexican bakery product. Left to right: Viliulfo Arellano, baking technologist; Mauricio Santaolaya, general manager of Stern Ingredients México; Torsten Wywiol, managing director of the Stern-Wywiol Gruppe; Lennart Kutschinski, managing director of Mühlenchemie; Ignacio Nava, sales director of Stern Ingredients México and Detlev Rösler, Mühlenchemie’s sales director for Latin America. Photo courtesy of Mühlenchemie.

