



The history of Mecklenburger Backstuben



1,729,602 Dinkelbrot (spelt rolls) sold in the last 30 years: that's enough to go around Müritz lake 3.5 times over.

Founded in 1981 as a Publicly Owned Enterprise (POE), this establishment has been baking for over 40 years. Mecklenburger Backstuben employed around 200 people when it was first established, later reaching 600 employees. Today, this bakery giant is a family-run business and one of the largest employers in Mecklenburg-Vorpommern. On 5 April 2021, the company celebrated its 30th birthday.

Before the Mecklenburger Backstuben opened, the districts of Waren and Röbel got their baked goods from 4 bakeries, one confectioner's shop, and 18 small businesses. The 70s and 80s brought changes as the East German economy continued its decline. The economy lacked the means of production and as a result could not always guarantee a supply of food for its population.

The Müritz region faced the additional challenge of trying to feed its many holiday-makers. During the holidays, the region had more holiday-makers than residents, meaning that the food supply was often so stretched that baked goods were almost nowhere to be seen in the evenings and on weekends.



View of entire bakery facility

As a result, plans for the Mecklenburger Backstuben were drawn up around 1980 (East Germany) with the intention of using it to provide a stable supply of food to people living in the districts of Waren and Röbel and people coming here on holiday. Outside of peak season, this new facility was baking 120,000 rolls per day and up to 235,000 during the holidays.

Since privatisation, the Mecklenburger Backstuben has received numerous awards, including the 2009 „Entrepreneur of the Year“, the 2018 „Marktkieker“ Innovation Award, and several editions of the TOP Training Business awards. Today, Mecklenburger Backstuben produces bread, rolls, snacks, cakes and torts of all kinds every single day. All these tasty treats are available in Mecklenburger Backstuben bakeries across Mecklenburg-Vorpommern and in northern Brandenburg, as well as several major supermarkets. Mecklenburger Backstuben has also enjoyed success overseas. Their TK rolls, for example, are incredibly popular in Scandinavia.

Did you know?

In Easy Germany, staple foods, and especially bread, were so cheap that farmers used to feed them to their animals as feed mash. These animals were worth up to 10,000 DM on the export market.



Glimpse into a confectioner's shop during the East German period



Mixed bread production at the turn of the century



Manufacturing baked goods in the 80s

Source: Waren (Müritz) History Museum and Mecklenburger Backstuben GmbH