



Dr. Oetker

Finding your way through the Dr. Oetker World



Dr. Oetker

Dr. Oetker Welt



Welcome to the Dr. Oetker World

We invite you to experience the Dr. Oetker World using all your senses.

The Dr. Oetker World shows the many facets of the Dr. Oetker brand in elaborately designed pavilions and is also a work platform for all customer-related areas of the company such as the test kitchen, baking club, internet platform and customer service.

Modern conference rooms and a staff restaurant on the 2nd floor complete the Dr. Oetker world as the representative centre of the company.



This brochure serves as a guide for you on your tour through the Dr. Oetker World.

It will provide you with valuable background information on the individual stations and invite you to engage actively at different stations throughout the exhibition.

Follow the instructions in this brochure and find out captivating facts about the development of the family business, interesting facts about products and the way they are manufactured, as well as extraordinary things about the Dr. Oetker brand.

We wish you a lot of fun in the Dr. Oetker World!

The staff at the Dr. Oetker World

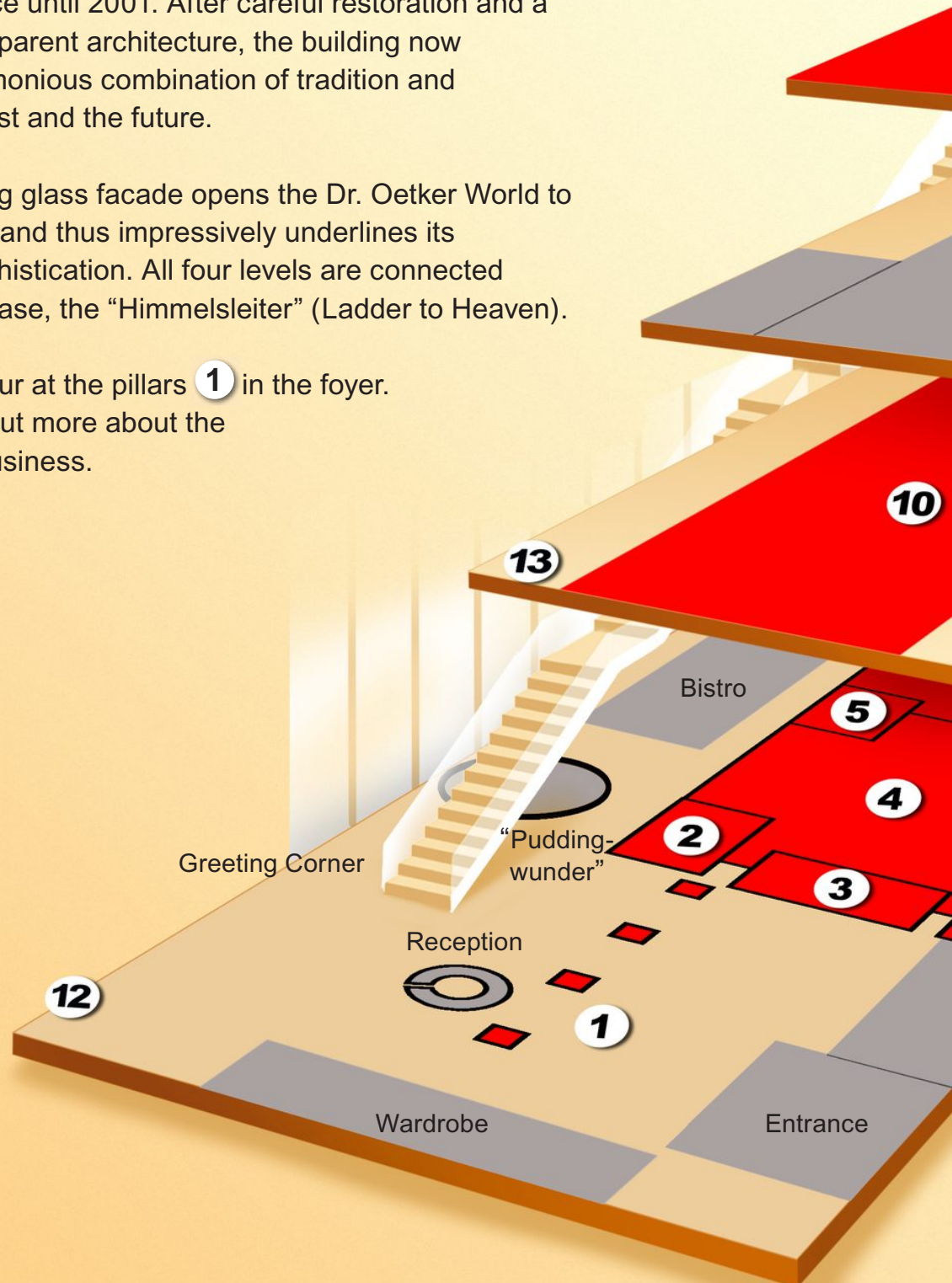


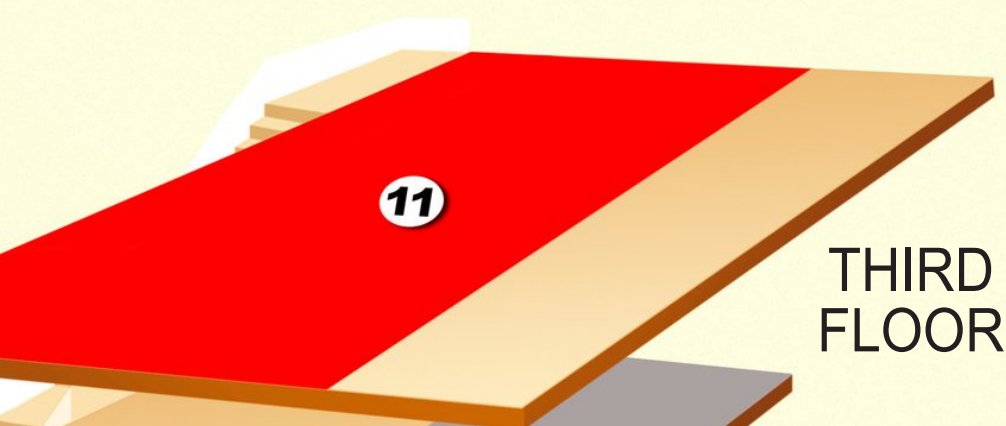
The Building

The Dr. Oetker World is located in the former production building for pudding powder dating from 1914. The “Pudding powder building” continued to produce until 2001. After careful restoration and a new design in transparent architecture, the building now represents the harmonious combination of tradition and modernity of the past and the future.

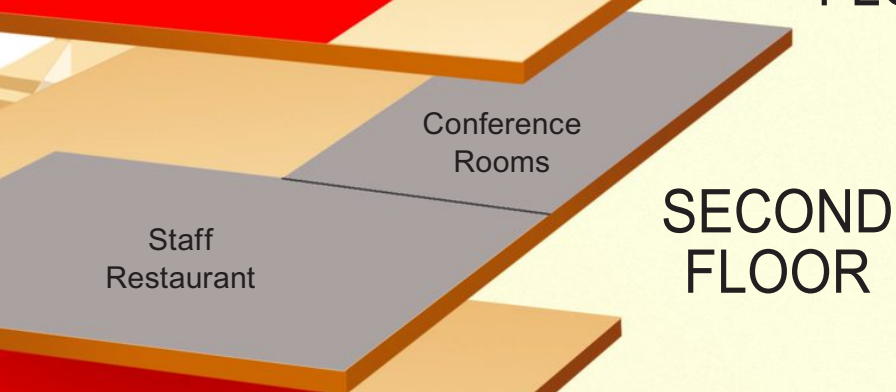
An imposing, inviting glass facade opens the Dr. Oetker World to the city of Bielefeld and thus impressively underlines its communicative sophistication. All four levels are connected by a diagonal staircase, the “Himmelsleiter” (Ladder to Heaven).

Please start your tour at the pillars **1** in the foyer. Here you can find out more about the Dr. Oetker family business.





THIRD FLOOR



SECOND FLOOR



FIRST FLOOR



MAIN FLOOR

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A Family Business

The Oetker family company has been shaped by impressing company figures from four generations:

- Dr. August Oetker
- Dr. Richard Kaselowsky
- Rudolf-August Oetker
- Dr. h. c. August Oetker and Richard Oetker

Through their achievements, the small pharmacy business dating from 1891 has become one of the most successful German family businesses. To this day, the company's success is based on the unbroken spirit of research, the use of technical innovations and the concentration on core competencies.

1 MAIN FLOOR



Four columns in the foyer give you - like an oversized family album - insights into the respective eras of a generation.

There is a monitor on each column to view the corresponding films:
Press the button underneath each monitor to watch the corresponding film.

Please continue your tour through the blue door behind the last column.



Heureka – the Secret

The staging in this room is based on the 4 m² small laboratory in the back room of the pharmacy in Bielefeld, the so-called “secret cubby-hole”, in which Dr. August Oetker conducted his experiments.

After taking over the pharmacy in 1891, Dr. August Oetker soon turned to intensive research into improving the existing baking powder - a product that particularly interested him as a baker's son.

The pioneering achievement of Dr. August Oetker was to put together a ready-to-use baking powder with a guaranteed success that was both storable and neutral in taste.

2 MAIN FLOOR



Dr. August Oetker filled his mixture in small sachets, the contents of which were sufficient for exactly 500g of flour, in order to bake a cake. Even then, the recipe on the back of each sachet was assured to be successful and that has not changed to this day. Dr. August Oetker named the result of his efforts “Backin”. He created one of the first and most successful brands in the food industry.

In the center of the room you can see one of Dr. Oetker’s first baking powder sachets dating from 1893.

Here you can listen to the thoughts of the company’s founder, Dr. August Oetker, while experimenting.

Please proceed to the next stop on your tour.



Quality is the Best Recipe

All Dr. Oetker products are characterized by their first-class quality.

In order to guarantee this quality, precisely defined quality and safety standards apply to all stages of production - from purchasing raw materials through production and packaging to transport. They are above average and mostly go beyond the legally required level.

Around 1,500 different raw materials are needed to manufacture Dr. Oetker products. Quality assurance is permanently carried out at the producer and in the Dr. Oetker laboratories.

3 MAIN FLOOR



For example, the experts measure the size of salami slices, assess the correct topping of a pizza, determine the fat content of dairy products and rate the flow properties of tomato sauce.

Activate one of the three films on the topics of product development, quality assurance and sensory panel one after the other. The employees in these departments give you a very clear insight into their work.

Please continue your tour through the door at the end of the room.



Qualität ist das beste Rezept

Unter Qualität versteht Dr. Oetker nicht nur den Geschmack eines Produktes. Qualität weist viele weitere Facetten auf:

Mit gezielten Analysen eines Teams ausgewählter Experten wird bereits während der Produktentwicklung versucht, jedes Risiko auszuschließen, das sich vor, während und nach der Produktion, beim Transport oder während der Verwendung zu Hause ergeben könnte.

Ständige Optimierung der Rezepturen und der Rohstoffe sorgen dafür, dass sich die Produkte den sich wandelnden Verbraucherbedürfnissen anpassen. Keines der Dr. Oetker-Produkte kommt auf den Markt, ohne dass es vorher in der Sensorik-Abteilung eingehend überprüft wurde.

Qualität heißt auch, die Rohstoffe vor der Verwendung genauestens zu kontrollieren, natürlich mit den jeweils zuverlässigsten und modernsten Methoden. Ebenso sorgfältig werden die Kontrollen der Sauberkeit und Hygiene von Personal, Anlage und Gebäuden durchgeführt. Auch die Fertigware wird vor der Auslieferung einer strengen Qualitätsprüfung unterzogen.

Qualität heißt selbstverständlich auch, die Anforderungen an das Lebensmittelrecht einzuhalten.

Auf die Produkte von Dr. Oetker ist Verlass, denn Qualität ist das beste Rezept!

Quality is the best Recipe

For Dr. Oetker, quality does not just mean the taste of the product. Quality has many more facets:

With targeted analyses by a team of selected experts, an attempt is made during product development to eliminate any risk that could arise before, during, and after production, during transport or home use.

Constant optimization of recipes and raw materials ensures that products adapt to the changing needs of consumers. None of Dr. Oetker products come on the market without having been thoroughly tested in the sensory department.

Quality also means precisely checking raw materials before use, of course using the most reliable and modern methods. Inspecting the cleanliness and hygiene of staff, equipment and buildings is carried out just as carefully. Strict quality inspections of finished products are also carried out before delivery.

Of course, quality also means adhering to the requirements of food legislation.

You can rely on Dr. Oetker products, because quality is the best recipe!

The Production Line and Sustainability

The production processes have changed fundamentally since the company was founded and the level of automation has increased step by step. Today, Dr. Oetker has ultra-modern, electronically controlled production systems.

The small machine at the entrance area shows the first hand-operated baking powder filling machine from 1900 which filled 20 sachets per minute. By looking at the machines on display, you can follow the development stages of automation up to the modern machines shown in the film, which average today around 600 fillings per minute.

Dr. Oetker employees explain how they worked on the machines.

4 MAIN FLOOR



Among the historical original machines exhibited here is “dusting machine” dating from 1910, in which up to 30 linen bags were pounded out for three hours so that the bags were able to be used again. The “dusting machine” shows as an example from the past that sustainable action has always been a priority at Dr. Oetker.

Take a few minutes to read the pillars and see how Dr. Oetker continuously works on issues of product responsibility, supply chain and environmental protection to optimize processes.

Now proceed through the red door in the room at the far left.



International Activities

Quality knows no boundaries - Today, Dr. Oetker is represented by subsidiaries on all continents of the world.

The internationalization of the brand began back in the 1920s. Today, Dr. Oetker is the market leader in Europe for baked goods, baking mixes, dessert products and frozen pizzas.

Production in various plants is geared towards the markets and consumers of individual countries or regions. If necessary, ingredients and recipes are adapted to the local tastes of the country.

5 MAIN FLOOR



Touch one of the 12 touchscreens and find out interesting facts about Dr. Oetker's activities in those countries.

Select a country and you will hear typical music and the slogan "Quality is the best recipe" in the respective language.

On the other side you will find glass panels arranged according to continents. Dr. Oetker is represented in all countries marked in green.

Your tour will now take you straight into the product paradise.



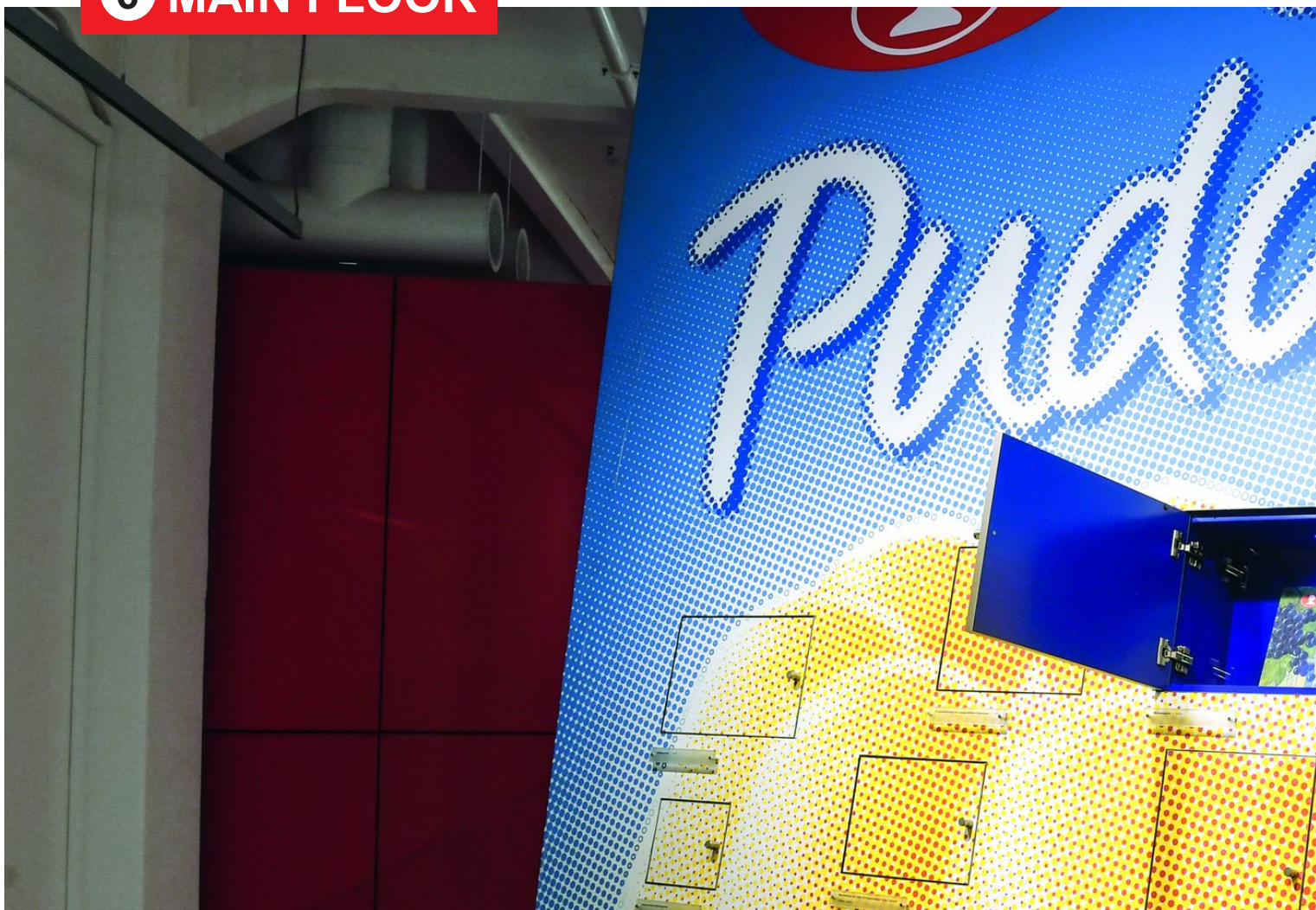
Product Paradise

Dr. Oetker has been writing brandname and advertising history for over 100 years.

The company's founder, Dr. August Oetker, recognized early on that even the best product would not be successful without advertising. Dr. Oetker developed an unmistakable logo and implemented memorable advertising concepts using the most modern means of the time, by doing this, he set milestones in advertising history.

In this area we present our range of products in the form of oversized packaging, in which selected advertising materials from the past decades are integrated in various ways.

6 MAIN FLOOR



Discover little secrets behind the little doors in the pudding packaging. Look at our best advertising films through the bundt cake molds. Thaw the ice blocks in the pizza packaging pavilion and find out interesting facts.

Take a look at the creative jams, jellies and marmelades on display in the preserving sugar packaging pavilion that were sent to us by customers as part of a competition.

Hear the rap song known from television commercials of PAULA pudding and take the opportunity to take a photo with PAULA the cow.



The Recipe Meadow

For the company's founder, Dr. August Oetker, successful recipes using his products were very important.

Even then, the back of the packaging was printed with recipes. Later, free brochures and booklets in millions of copies were added. Today, Dr. Oetker recipes can also be downloaded directly from the internet by subscribing to a newsletter or viewed with the "Dr. Oetker Rezeptideen" app.

The monitors on the left give you the opportunity to experience the online activities and to enter the digital world of Dr. Oetker.

7 MAIN FLOOR



The Dr. Oetker classics “Dr. Oetker Schulkochbuch“ (elementary cookbook dating from 1911) and “Backen macht Freude“ (baking is a pleasure dating from 1930) are among the most successful books in Germany and are still being published today. Dr. Oetker has developed and distributed numerous books since the 1950s.

Pick your own recipes or browse through the baking and cookbooks for your favorite recipe.

Please follow the tour through the door at the end of the Recipe Meadow.



Glimpse into the Kitchen

Dr. Oetker products not only simplify the preparation of fine dishes, they also guarantee their success.

In order to be able to pass on this guarantee, the Dr. Oetker test kitchen tests all Dr. Oetker products and recipes.

8 MAIN FLOOR

FÜR DIE GUGELHUPFFORM, Ø 24 CM, etwa Fett = RÜHRTEIG: 300 g weiche Butter oder Margarine, 275 g Zucker, geschmeidig rühren. Nach und nach Zucker, Vanillin-Zucker, Aroma und Salz hinzufügen. Jedes Ei etwa 1/2 min. ~ Den Kuchen 10 Min. in der Form stehen lassen, lösen, aus der Form stürzen und auf einem Kuchenrost abkühlen lassen. ~ BAKING TIME: approx. 60 min. ~ Remove the cake from the oven, let it stand.



Experience the creation of a delicious Gugelhupf (bundt cake) on the three screens in this room in rapid succession from mixing the ingredients to the rising of the dough in the oven to the tempting glaze with sweet chocolate. Let yourself be surrounded by the marvelous scent of cake.

Please continue your tour through the door at the end of the room.



Savouring Dr. Oetker Products

All these products from the Dr. Oetker brand invite you to enjoy their tempting scents, appetizing presentations and delicious tastes.

Follow a culinary daily routine with our products and immerse yourself in:

- a homelike family breakfast
- a funny children's birthday party
- a sociable afternoon with coffee and cake
- a romantic candlelight dinner

9 MAIN FLOOR



One after the other, the four tables, which are fully set, are brought to life for a few moments with light and sound effects.

You have now reached the end of the brand exhibition. Please continue your tour and proceed to the 1st floor, which you can reach via the “Himmelsleiter” in the foyer or the elevators behind reception.



Dr. Oetker's Test Kitchen

A large pane of glass gives you an insight into the activities of the Dr. Oetker test kitchen, which has been helping customers for over 100 years.

More than 20 experienced professionals develop creative recipes for baking, cooking, making desserts and jam every day. They are always based on different and changing trends of consumers.

In addition, the test kitchen tests all Dr. Oetker products and recipes under typical household conditions before assigning the rating “successful”:

- All types of stoves, ovens and microwaves from different manufacturers are used for baking and cooking.

10 FIRST FLOOR



- Only kitchen appliances that the majority of households in Germany have, are used here - however, every imaginable version.
- The experts in the test kitchen carry out the tests with commercially available ingredients, for example baking mixes with different types of fat or eggs and desserts with all common types of milk and alternatives are prepared.

The test kitchen uses the test results to develop the preparation instructions for the product packaging.

Next to it, a few metres down the floor, is the seminar kitchen, in which baking and cooking seminars, demonstrations and children's birthday parties take place. All the recipes here come from the test kitchen.

Please proceed to the 3rd floor.



Treasures from the Company Archives

A selection of the most beautiful objects in the company's history has found its way here into the exhibition.

The colonial grocery store from the turn of the century is stocked with historical inventory, valuable original packaging and advertising material.

The street scene, airbrushed onto the wall, shows four storefronts from the period dating from 1910 to 1965 and presents extraordinary treasures from the archives in the showcases. In the displays you can see exhibits such as cookery and baking books, baking utensils and advertising material.

These three classical cars were once driven by Rudolf-August Oetker himself and by the sales representatives.

11 THIRD FLOOR



The bicycle from 1949 had an engine that Dr. Oetker subsidized with 350 DM. Back then, the driver received 8 pfennigs allowance per kilometer.

The open movie theater at the end of the floor shows four historical advertising films. Take a seat in the cinema and go on a journey through time with Dr. Oetker to the 1920s, 1930s and 1950s. Dr. Oetker's advertising has been at the forefront over the years, generating awareness, innovation and creativity.

You have now reached the end of your tour.

We thank you for your interest in the Dr. Oetker World and we look forward to welcoming you back sometime soon again.





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