

PRESS RELEASE

Michael Robbers to become Production & Technology Manager at Griesson - de Beukelaer

Successor to Bruno Kulmus, who is retiring after 30 years at GdB

Polch, 15 February 2024 – Michael Robbers will be taking up his appointment as Production & Technology Manager at Griesson - de Beukelaer on 1 April 2024. The 54-year-old is succeeding Bruno Kulmus, who will shortly be going into retirement after 30 years of successful work for the company. ‘In Michael Robbers we have managed to bring on board an accomplished specialist with international experience and wide-ranging expertise,’ says Dany Schmidt, CEO of GdB. Michael Robbers started his career with the Mars Group, where he took on tasks with increasing responsibility in Germany and later in the US as well. Further stages in his career path saw him working for Arla and WEPA, among others. Until recently, Michael was actively involved in various restructuring projects.

He will be joining GdB’s board of management, consisting of Dany Schmidt, who is responsible for marketing, sales, HR and innovations, and Pascal Haegel, who is in charge of commercial operations.

About the company

Sustainable practices are paramount for Griesson - de Beukelaer as a family-run business, and the responsibility towards the environment and future generations is part of the corporate philosophy. Griesson - de Beukelaer ranks among the leading companies in the European sweet and savoury baked goods market and has production sites in Germany in Polch (Rhineland-Palatinate), Kahla (Thuringia) and Wurzen (Saxony). The range of products comprises the well-known brands Griesson, De Beukelaer, Prinzen Rolle and LEICHT&CROSS as well as a wide variety of own-label brands.

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**For more information on Griesson - de Beukelaer and to download the press release,
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