

erlenbacher backwaren appoints new CEO

Dr. Bertram Böckel becomes Chairman Management Board



Dr. Bertram Böckel – picture: erlenbacher backwaren

Groß-Gerau, 3. December 2020 – Change at the top management: Dr. Bertram Böckel became the new chairman of the management board at erlenbacher backwaren gmbh. As of November 1, he took over the position from Matthias Casanova, who took over the company management on an interim basis in August.

The management team of erlenbacher backwaren gmbh is complete. Dr. Bertram Böckel succeeds Matthias Casanova as CEO, started from 1. November. After the departure of the long-time CEO Bernhard Neumeister, Casanova had temporarily taken over his position - parallel to his management function within the Froneri Group. He will now continue these tasks as Country Manager for Brazil, Argentina and Puerto Rico/Caribbean. Mr Böckel will also report to Matthias Casanova

Company developers with Out of Home industry expertise

With Bertram Böckel, erlenbacher backwaren gains a proven expert in the industry. The doctor of law with an MBA degree (International Business Administration) started his career in the Oetker Group. After three years as assistant to Dr. August Oetker, he moved internally to the subsidiary Martin Braun Group. Here Mr. Böckel, as Head of Corporate Development from 2012, was instrumental in driving the company's growth. He was also responsible for the Group's activities in Northwest Europe, Turkey and Southeast Asia. From 2016 to 2020, Mr Böckel was a member of the management of Martin Braun KG. A post in which the 41-year-old was responsible for production, logistics and the associated technical service, among other things.

Together with Fritz Kellermann, Wolfgang Thul and Harald Lochmann, Mr Böckel now forms the management of erlenbacher. Within this team, he will use his many years of management experience and profound knowledge of the out-of-home market to lead the strategic development of erlenbacher backwaren gmbh in the future.

About erlenbacher backwaren

Within 45 years, erlenbacher backwaren gmbh has become the number one supplier of frozen cakes, gateaux and desserts in the European out-of-home market. The company has always remained true to its recipe for success: Traditional craftsmanship combined with state-of-the-art technology and the best ingredients. Together with almost 600 employees, the market leader produces more than 23 million premium baked goods for system gastronomy, catering and specialist wholesalers every year. From the company headquarters in Groß-Gerau, over 450 different articles are exported to around 45 countries. In December 2015, erlenbacher became the first frozen bakery products manufacturer to be certified according to the ZNU standard.

Ihr Pressekontakt

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