

# Dr. Oetker

**Dr. Oetker** (German pronunciation: [ˌdɔktɔːɐ̯ ˈʔœtkɐ]) is a German multinational company that produces baking powder, cake mixes, frozen pizza, pudding, cake decoration, cornflakes, party candles, and various other products.

The company is a wholly owned branch of the Oetker Group, headquartered in Bielefeld, Germany.

## Contents

### Portfolio

### History

Formation

First World War

Second World War

International expansion

### International presence

Australia

Brazil

Canada

Denmark

Estonia

Finland

France

India

Italy

Lithuania

Malaysia

Namibia

Netherlands

New Zealand

Norway

Portugal

Romania

Spain

South Africa

Sweden

Tunisia

Turkey

## Dr. Oetker KG



<b>Type</b>	<u>Limited partnership</u>
<b>Industry</b>	<u>Food processing</u>
<b>Founded</b>	1891
<b>Founder</b>	<u>August Oetker</u>
<b>Headquarters</b>	<u>Bielefeld, North Rhine-Westphalia, Germany</u>
<b>Products</b>	<u>Baking powder, pudding, cake mixes, yogurts, frozen pizza</u>
<b>Revenue</b>	€10.9 billion
<b>Number of employees</b>	30,787 (2015)
<b>Website</b>	<u>oetker.com (http://oetker.com) and oetker-gruppe.de (http://oetker-gruppe.de)</u>

[United Kingdom](#)

[United States](#)

[Radeberger Group](#)

[Hotels](#)

[See also](#)

[References](#)

[External links](#)

## Portfolio

---

The portfolio includes more than 300 individual companies in five different businesses, among them food (including Dr. Oetker GmbH and Coppenrath & Wiese KG), breweries (Radeberger Group), sparkling wine and spirits (Henkell & Co. Sektkellerei), banking (Bankhaus Lampe), and "further interests" (among them chemicals, financing, and participation, and a number of high-class hotels all over Europe).

## History

---

### Formation

The company was founded by August Oetker in 1891. The first product developed was Backin, a measured amount of baking powder that, when mixed with 500 grams (18 oz) of flour and other ingredients, produced a cake.



Dr. Oetker factory premises in Bielefeld, Germany

### First World War

Oetker's son Rudolf and his wife Ida had two children, Rudolf-August and Ursula; however, the senior Rudolf was later killed in the First World War. His widow Ida remarried Richard Kaselowsky, and they had four more children with Kaselowsky raising Rudolf-August and Ursula as his own.

### Second World War

During the 1930s and 1940s, Rudolf-August Oetker was an active member of the Waffen SS of the Third Reich. Oetker provided pudding mixes and munitions to German troops. It is also reported that the business used slave labour in some of its facilities. A bronze bust of Richard Kaselowsky, a prominent German entrepreneur and member of the Nazi party, still sits within the company headquarters in Bielefeld.<sup>[1]</sup>



A 10-g Backin package (1902)

## International expansion

Rudolf August Oetker, the grandson of August Oetker, led the company between 1944 and 1981 when it achieved its highest growth. The Oetker family's private bank also employed as a director Rudolf von Ribbentrop (1921-2019), son of Joachim von Ribbentrop and Anna Elisabeth Henkell of the Wiesbaden wine family and a wartime Waffen SS officer like Oetker.<sup>[2]</sup> The company expanded its presence internationally, acquiring many companies around the world. When Rudolf Oetker stepped down from his leadership position, the fourth generation of the Oetker family took over from him. The family ownership established the management principle that "the interests of the company have priority over those of the family".<sup>[3]</sup>

August Oetker, the great-grandson of the founder, led the company from 1981 until 2010. Under his tenure, it expanded further in all areas, including shipping, food, and brewing.

Richard Oetker, August Oetker's brother, took over as CEO in 2010.

## International presence

---

### Australia

Dr. Oetker purchased Australian food manufacturer Simplot Australia's frozen pizza business, including the iconic brand Papa Giuseppi's in January 2011.<sup>[4]</sup> And in 2015 acquired Queensland brand Queen Fine Foods.

### Brazil

In Brazil, the company has a site in São Paulo. The company supplies powdered desserts, frozen pizza, and teas. The company has been established in Brazil since 1954.

### Canada

The company has its head office and factory in Mississauga, Ontario. In 1962, Dr. Oetker entered the Canadian market as Condima Imports Ltd. In 1992, it purchased the "Shirriff" line of products, which are made at the Mississauga plant. In 2003, the Condima name was dropped and the company started using the Dr. Oetker brand.<sup>[5]</sup> In July 2011 Dr. Oetker announced the building of its first North American factory in London, Ontario to make frozen pizzas made from Ontario produce and ingredients that will be shipped in Canada and the USA.<sup>[6]</sup> In August 2014, McCain Foods announced the sale of its North American frozen pizza business to Dr. Oetker. Through product placement on its packaging and through employee giving, the company supports the children's charity SOS Children's Villages Canada.<sup>[7]</sup>

### Denmark

In Denmark, a wide selection is available. Baking powder, frozen pizza, pudding, and cake decorations are sold in most supermarkets. The company has an office in Glostrup.

## **Estonia**

In Estonia, frozen pizzas are available at supermarkets.

## **Finland**

In Finland, frozen pizzas, pudding, and cake decoration are available at supermarkets.

## **France**

In France, frozen pizzas are available at supermarkets.

## **India**

In India, the company operates offices in Bangalore, Mumbai and New Delhi. Dr. Oetker sauces, spreads, dessert toppings, cake mixes and salad dressings can be found in all major grocery chains.<sup>[8]</sup>

## **Italy**

In Italy, Dr. Oetker operates under the brand Cameo. The Italian division was founded in Milano in 1933 as Oetker and then later moved to Desenzano del Garda, which continues until today. In 1953, the name is switched to Cammeo, a more Italian and easy-listening word, changed again for the last time in 1984 to Cameo.

## **Lithuania**

Many Dr. Oetker products are available, including frozen pizzas, baking powder, and gelatine, the latter in both unflavoured and dessert forms.

## **Malaysia**

In Malaysia, Dr. Oetker was currently operated after the acquisition of Nona Foods. The previous ownership of Nona Foods was Toro Food Industries.<sup>[9]</sup> Previously, Dr. Oetker was represented in Malaysia by Kart Food Industries, between 1998 and 2002, when the company was sold to Amtek Berhad.<sup>[10]</sup>

Following the acquisition of Nona Foods, the local subsidiary of Dr. Oetker produces jelly mixes and seasoning flour, in addition to pizzas and baking preparations.

## **Namibia**

In Namibia, frozen pizzas are available at supermarkets.

## **Netherlands**

In the Netherlands, frozen pizza, cake mixes, powdered desserts but also desserts like Wolkentoetje (pudding cups) can be found in all major grocery chains.

## **New Zealand**

As with the purchase of Simplot Australia's frozen pizza business (see above), Dr. Oetker has been able to move into the New Zealand market.

## **Norway**

In Norway, Dr. Oetker is the second-largest seller of frozen pizza with a market share of 16.5%. They also sell a range of baking powder and cake decorations <sup>[11]</sup>

## **Portugal**

In Portugal, frozen pizzas and some other Dr. Oetker products are available at supermarkets and some small stores.

## **Romania**

The company has been present in Romania since 1998, when it took over Regal Corporation. Four years later, it opened a production line near Curtea de Argeş, where the majority of the products sold in Romania are produced. In 2007 Dr. Oetker acquires the local brand Inedit (food soy products), in 2009 the local brand Adazia (food ingredients, food spices and egg-colour), in 2015 the local brand Alex (food ingredients, egg-colour, spices), and in 2016 the local brand Morarita (frozen pastry).

In 2018, Dr. Oetker was one of the biggest players in the food market in Romania (top 100).

## **Spain**

In Spain, frozen pizzas are available at supermarkets.

## **South Africa**

In South Africa, frozen pizza products in many variants, frozen creamed spinach and other ready to eat frozen meals are available at supermarkets.

## **Sweden**

In Sweden, Dr Oetker's baking soda, gelatin, and other baking items, as well as frozen pizza products, are available at supermarkets.

## **Tunisia**

in Tunisia, Dr. Oetker has a production facility, producing goods, such as baking ingredients, powder desserts and cake mixes for Tunisian market and exports to more than 15 African countries.

## Turkey

In Pancar- Torbali, Izmir, Dr. Oetker has a production facility, producing goods, such as frozen pizza, baking powder and cake mixes for primarily the Turkish market.<sup>[12]</sup>

## United Kingdom

In the United Kingdom, the company has sites in Leeds, Leyland, Lancashire and Sherburn-in-Elmet. They were a supplier of yogurt in the UK under the Onken brand name, which they no longer own. The company currently supplies frozen pizza, mostly under the Chicago Town and Ristorante brands. In 2007, Dr Oetker acquired the SuperCook range of cake ingredients and partially prepared cake mixes. This operation was expanded in 2017 with a new bake in the box cake mix range.<sup>[13]</sup>



Dr Oetker's offices in Leeds

## United States

In August 2014, McCain Foods announced the sale of its North American frozen pizza business, including Ellio's Pizza, to Dr. Oetker.<sup>[14]</sup> In 2018, Dr. Oetker acquired the cake decorating and baking company Wilton.<sup>[15]</sup>

## Radeberger Group

---

Radeberger Group contains the breweries of the Oetker group. Radeberger is Germany's biggest group of breweries and has a market share of about 14-15%. 15 German breweries are part of the Radeberger Group. The major national brands are Radeberger Pils (brewed in Radeberg near Dresden), Jever Pils (brewed in Jever); Clausthaler, an alcohol-free beer, and Schöfferhofer Weizen.

Regional brands are Binding (brewed in Frankfurt), Schultheiss (Berlin), Sternburg (Leipzig), Brinkhoff's (Dortmund), Freiburger (Saxony), Tucher (Fürth) and various Kölsch brands.

## Hotels

---

The company runs ten hotels under the brand Oetker Collection. The portfolio is currently:

- L'Apogée Courchevel in Courchevel, France — situated in the French Alps.<sup>[16]</sup>
- Brenners Park-Hotel & Spa in Baden-Baden, Germany.
- Hotel Le Bristol in Paris, France — located on the Rue Faubourg-St. Honore.
- Château Saint-Martin & Spa in Vence, France — between Nice and Antibes.
- Hotel du Cap, Cap d'Antibes, France — a hotel in Cap d'Antibes, on the French Riviera.
- Eden Rock St Barths in Saint Barthélemy.
- Lanesborough Hotel in London.

- [Palácio Tangará](#) in [São Paulo](#), [Brazil](#).
- [Jumby Bay Island](#) in [Antigua](#)

## See also

---

- [List of frozen food brands](#)

## References

---

1. Miller, Joe (2017-08-22). "We should give back art looted by the Nazis" (<https://www.bbc.co.uk/news/business-41000756>). *BBC News*. Retrieved 2017-08-22.
2. "Obituary: Rudolf von Ribbentrop" (<https://www.independent.ie/world-news/europe/obituary-rudolf-von-ribbentrop-38171118.html>). *independent*. Retrieved 2021-08-18.
3. Annual Report Dr. August Oetker KG, 2005
4. "Dr Oetker acquires Simplot's pizza business" (<http://www.ausfoodnews.com.au/2011/01/20/dr-oetker-acquires-simplots-pizza-business.html>). Australian Food News. Retrieved 19 January 2015.
5. "Dr. Oetker History" (<http://www.oetker.ca/en/history>). Dr. Oetker. Retrieved February 28, 2013.
6. De Bono, Norman (July 26, 2011). "Pizza maker promises to shop locally" (<https://fpress.com/news/london/2011/07/26/18470646.html>). London Free Press.
7. "Dr. Oetker" (<https://www.soschildrensvillages.ca/dr-oetker>). SOS Children's Villages Canada. July 5, 2016.
8. "Dr. Oetker India - About Dr. Oetker" (<https://www.oetker.in/in-en/company-information/about-dr-oetker/dr-oetker-india>). *Dr. Oetker*.
9. "Dr. Oetker buys 70% stake in Nona" (<http://www.pickeringpacific.com/news-and-events/dr-oetker-buys-70-stake-in-nona>). Pickering Pacific. 5 October 2012. Retrieved 6 January 2016.
10. "Kart's | Corporate Information" (<https://web.archive.org/web/20160304091009/http://www.kartfood.com.my/corporate/index.html>). *Kartfood.com.my*. Archived from the original (<http://www.kartfood.com.my/corporate/index.html>) on 4 March 2016. Retrieved 6 January 2016.
11. Mener norsk tradisjonskost svekker salget av frossenpizza (<http://e24.no/naeringsliv/mener-norsk-tradisjonskost-svekker-salget-av-frossenpizza/21110994>). *Verdens Gang* 2013-07-31.
12. "Genel İletişim - İletişim | Dr. Oetker" (<http://www.droetker.com.tr/tr-tr/iletisim/genel-iletisim.html>). *Dr. Oetker* (in Turkish). Retrieved 2018-11-21.
13. "Dr. Oetker aims to simplify home baking with Bake in the Box range - FoodBev Media" (<https://www.foodbev.com/news/dr-oetker-aims-simplify-home-baking-bake-box-range/>). *Foodbev.com*. Retrieved 2017-10-10.
14. "McCain sells frozen pizza business to Dr. Oetker" (<http://www.cbc.ca/news/business/mccain-sells-frozen-pizza-business-to-dr-oetker-1.2741785>). *CBC News Canada*. The Canadian Press. Retrieved 5 June 2015.
15. "Wilton Brands Announces Agreement to Sell to Dr. August Oetker KG" (<https://www.businesswire.com/news/home/20180910005615/en/Wilton-Brands-Announces-Agreement-Sell-Dr.-August>). 2018-09-10. Retrieved 2020-09-07.
16. "Dream Holiday Destinations - Oetker Collection 5-Star Hotels" (<https://www.oetkercollection.com/destinations/>). *Oetkercollection.com*. Retrieved 8 January 2019.

## External links

---

- [Official website \(https://www.oetker.com/en/homepage\)](https://www.oetker.com/en/homepage)

- [Dr. August Oetker Group \(http://www.oetker-group.com/en/home.html\)](http://www.oetker-group.com/en/home.html)
- 

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Dr.\\_Oetker&oldid=1067963304](https://en.wikipedia.org/w/index.php?title=Dr._Oetker&oldid=1067963304)"

---

**This page was last edited on 26 January 2022, at 01:45 (UTC).**

Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.