

111 years of Melitta®

## Where being there for one another counts

Providing perspectives: Melitta is committed to culture, families and children

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Sensitising the young ones for an important topic: With the Toppits® brand, the Melitta Group is supporting the "Don't throw me away" initiative - a project that teaches children how to handle food properly. ©Melitta Group

Corporate social responsibility is firmly anchored in the identity of the Melitta Group. Since the company was founded 111 years ago, solidarity and empathy for disadvantaged or vulnerable people have been important to us. Appreciation - and this means above all respect, tolerance and fairness towards all people - is one of the company's seven explicitly defined values.

"We see ourselves as part of society and benefit in many ways from an intact environment," says Jero Bentz, who, as a member of the Chief Corporate Management and general partner, is the fourth generation to run the family business. "We therefore see it as our duty to work together to solve social problems and make a contribution that generates benefits."

### Active support locally

In order to organise and coordinate the group's activities as effectively as possible, Melitta pursues a group-wide corporate social responsibility strategy. One of the principles of this strategy is that Melitta is particularly involved where corporate activities have a direct impact and where the urgency and success of the projects can be directly observed.



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Melitta is involved in a variety of ways: Participating in Volunteering Days and local and regional initiatives are just as much a part of this as supporting charitable organisations and relief activities for people in need. A large part of this commitment is also reflected in educational projects and the sponsoring of honorary lectures and courses at schools, universities and training centres in Germany and abroad. Melitta supports initiatives to secure education and training, to provide nursery school, school and training places and works with associations and foundations that support children, young people and young families.

### **Many years of commitment to children and education**

Melitta has also initiated many medium to long-term corporate citizenship projects. Examples of this are many years of cooperation with the Child Protection League as well as infrastructure and aid projects that are set up and implemented every year in the growing region from which the Melitta® coffee "Selection of the Year" originates.

In Brazil, Melitta supports children's education, especially in poor rural areas. Each year, a group of employees delivers urgently needed school materials to over 400 children. Melitta Brazil also supports the Ayrton Senna Institute, which initiates educational projects for Brazilian children. Part of the sales generated in Brazil with Melitta® coffee filters are donated directly to the institute.



Hot coffee for cool events: Melitta provides guests at cultural events with coffee specialities. ©Melitta Group

Melitta's commitment to the 'Don't throw me away' initiative is also enormously important. The initiative provides schools with play and teaching materials and in a playful way shows children aged between 6 and 11 how to handle food properly. The aim is to counteract the

enormous waste of food and to highlight the value of food. In 2018, the initiative won the federal prize 'Zu gut für die Tonne' (Too Good for the Bin) awarded by the German Federal Ministry of Food and Agriculture.

Melitta also supports various cultural events as well as cultural and educational institutions such as the German Hygiene Museum in Dresden. In its long-standing partnership, Melitta supports activities for families and children, thus strengthening cross-generational learning and cultural education in Dresden.

Find further information at [www.111jahremelitta.de](http://www.111jahremelitta.de)



Image 1: Hot coffee for cool events: Melitta provides guests at cultural events with coffee specialities. ©Melitta Group



Image 2: In the German Hygiene Museum in Dresden, children can rediscover the world of the senses. The Melitta Group supports the institution. ©Oliver Killig



Image 3: With the Toppits® brand, the Melitta Group supports the 'Don't throw me away' initiative ©Melitta Group



Image 4: With the Toppits® brand, the Melitta Group supports the 'Don't throw me away' initiative ©Melitta Group



Image 5: Melitta supports a variety of initiatives and events like the "Weltkindertag" in Minden ©Melitta Group

All photos are available for download at [www.melitta-group.com](http://www.melitta-group.com) alternatively Annika von Hollen ([annika.von.hollen@melitta.de](mailto:annika.von.hollen@melitta.de)) and Tanja Wucherpfennig ([tanja.wucherpfennig@melitta.de](mailto:tanja.wucherpfennig@melitta.de)) would be happy to send them to you.

## The Melitta Group

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee



enjoyment, for the storage and preparation of food and for household cleanliness.  
More information is available at [www.melitta-group.com](http://www.melitta-group.com).

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