

Press release

‘Be bold with colour, crave energy: the effect ENERGY brand, KESSKO and Bakerman bring innovation to the market’

Bonn/Gronau/Paderborn, 12 February 2026 – Bold, eye-catching and full of energy: the energy brand effect from the MBG Group is entering into a creative brand collaboration with Bakerman from Gronau and KESSKO from Bonn. Together, they are presenting a new product that brings a breath of fresh air to the baked goods market: the Creamy Bun effect Pink Grapefruit Style. Snack producer Bakermann from Gronau is filling a sweet softie with a cream developed by KESSKO that is based on the flavour of the energy drink effect Pink Grapefruit. A crispy topping rounds off the colourful bun. The trio will present their innovation to a wider audience for the first time at this year's Internorga in Hamburg.

Heiko Thees, owner of Bakerman and KESSKO, sees great potential: ‘The Creamy Bun effect Pink Grapefruit Style is a product that immediately catches the eye in the display. We are delighted to produce this idea and bring it to market. Concepts like this attract attention and inspire.’

As a specialist in high-quality creams and fillings, KESSKO is contributing its core expertise to the collaboration. The effect Pink Grapefruit Cream combines intense freshness with a modern energy character and was specially designed for use in baked goods. KESSKO is thus creating the flavour basis for a product that clearly stands out from the classic baked goods range. ‘One of our strengths lies in innovative creams and fillings. In collaboration with effect and Bakerman, we have created a product that



shows how effective clearly defined roles can be in a brand cooperation,' emphasises Patrick Gerdes, Managing Director of KESSKO.

The aim of the brand cooperation is to set conscious accents, become more courageous and bring innovation visibly to the point of sale – above all, to show that you have to move out of your comfort zone. "effect stands for energy, innovation and strong colours. With this cooperation, we are showing how our brand can be creatively transferred into new worlds of enjoyment. The Creamy Bun effect Pink Grapefruit Style is surprising, modern and appeals precisely to target groups who are looking for something new," emphasises Andreas Herb, owner of the MBG Group and effect ENERGY.

Further flavours are already in the pipeline.

About the Bakerman Group

Bakerman was founded in Gronau in 2007 and is still owner-managed today. The resulting short decision-making processes, combined with a high level of expertise, have made the company one of the industry's innovation drivers and trendsetters within 18 years. Today, Bakerman employs a total of 100 people at its Gronau site and 450 people within the group. The KESSKO brand from Bonn has been part of the group since 2025. As a specialist in high-quality sweet and savoury baked goods, the company offers classic products as well as innovative products with an artisanal feel, produced in state-of-the-art production facilities, and is IFS 'higher level' certified. Thanks to the expertise of qualified master bakers in the development team, Bakerman is able to introduce new trend products and respond quickly to individual customer requests. The management team now includes Heiko Thees (owner), Marcel Krug (managing director), Lars Feldhues (managing director), Friedhelm Leuders (authorised signatory), Falk Löffler (authorised signatory Bakerman, managing director Bakerman Production & KESSKO) and Wilhelm Voss (authorised signatory).



About KESSKO GmbH & Co. KG

KESSKO has been a leading manufacturer of high-quality semi-finished products and baking ingredients since 1905. Its extensive range includes couverture, chocolate products, brittle specialities, flavours, baking agents and desserts. These products form the basis for the production of baked goods and confectionery in bakeries, patisseries, ice cream parlours, the catering trade, as well as for large-scale consumers and in the baking and confectionery industry. The long-established company employs around 100 people and achieved a turnover of 28 million euros in 2025. Its own sales department ensures that the products are marketed in around 40 countries worldwide. The management of KESSKO GmbH & Co. KG includes Heiko Thees, Falk Löffler and Patrick Gerdes.

About MBG Group

MBG is one of Europe's leading brand incubators. From its headquarters in Paderborn, the company employs 200 people, generates annual sales of over €250 million and has an international presence in more than 60 markets. For over 30 years, MBG has been building strong brands such as effect®, SCAVI & RAY, GOLDBERG AND SONS, SALITOS and 9 MILE Vodka. The snack brand HENDERSON AND SONS stands for high-quality snacks and bar food at MBG, which can be marketed effectively in combination with the beverage portfolio. Whether premium beverages, lifestyle products or gastronomic concepts – MBG combines brand development with distribution power and creates successful brands with passion, a keen sense of trends and a strong focus on retail and gastronomy.



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