

Jütro: New man at the top



Carsten Welp puts his faith in modern technology and motivated employees

Jütro is currently undergoing a transformation from a traditional gherkin bottling plant to a modern processing facility for gourmet foods. In the course of this, there is a new face at the top of the company. Carsten Welp has taken over as managing director - Peter Rothmann has left Jütro after four years. Welp has been working for Jütro in responsible positions and with various tasks since 1993. As an external consultant, he played a key role in the move from the city center to the industrial park as early as 2001 and was also involved in the subsequent development of the delicatessen division. In the meantime, he has also served as managing director of Jütro.

Regarding the future of the company, Carsten Welp explains: "In addition to further investments in state-of-the-art production technology, Jütro will focus even more on its employees in the future. We have clearly recognized that only with a qualified and motivated team of employees can we meet the challenges of our retail customers and ultimately the end consumers."

The owners of Jütro have been investing millions in the Jüterbog site for years in order to be competitive in the very competitive market environment. A major focus is on the permanent modernization and expansion of the machinery in the direction of a high-performance delicatessen factory. The largest current project at Jütro is the construction of a second filling line of PET bottles for ketchup, mayonnaise and other delicatessen products. These items are intended to fill the gap left by the competitive elimination of traditional pickle production.

Jütro has a 100-year history of cucumber preservation, closely associated with the founding Meyer family. In addition to new machines, this production process requires above all good and motivated employees who are willing to improve their qualifications. Jütro relied primarily on local workers for this purpose.