



## Press Release

**Dr. Dr. h. c. Guido Sandler,  
former General Partner  
of the Dr. August Oetker KG  
is deceased**

**<Bielefeld, 18.02.2019> With deep sadness, the Oetker Group experienced that its former General Partner Dr. Dr. h. c. Guido Sandler, is deceased on February 17 at the age of 90. After studying business administration and earning his doctorate, Dr. Sandler began his successful career as an economic expert within the Oetker Group and in other well-known companies and institutions outside the Oetker Group in 1957 as an assistant to the management at Bayerische Actien-Bierbrauerei Aschaffenburg, which at the time belonged to the Oetker Group. From 1966 to 1984 he was CEO of the parent company Dr. August Oetker with its various subsidiaries. As General Partner of Dr. August Oetker KG and member of the highest management body, the group management, he was jointly responsible for the strategy and its operative implementation throughout the entire Oetker Group from 1981 to 1997.**

As chairman of the respective advisory boards, Dr. Guido Sandler has promoted the development of the breweries and the sparkling wine group with great foresight and energy. Until 2000 he was also a member of the advisory boards of various other group companies and from 1997 to 2000 a Member of the Advisory Board of Dr. August Oetker KG. Even after that he remained closely associated with the Oetker Group and the owner family in word and



deed. Throughout his life, he was committed to constructive dialogue between industry and commerce. Outside the Oetker Group, he also exercised considerable influence on the economic fortunes of trade and industry, both nationally and internationally, in numerous supervisory and advisory board positions at well-known companies in various sectors, including BMW and Hertie. For Dr. Guido Sandler, the branded article has always been the focus of his entrepreneurial trading. This was also reflected in his activity as chairman of the Markenverband, of which he was honorary chairman for many years. In 1998 he was awarded an honorary doctorate by the Faculty of Economic Sciences of the Westfälische Wilhelms-Universität Münster. This was given to Dr. Guido Sandler because of its business achievement and its merits around the advancement of marketing as well as the mark guidance, which found expression among other things in the establishment of the scientific society for marketing and enterprise management registered association initiated by it in the year 1981.

For his creative power, which went far beyond the economic world and included numerous social commitments, he was distinguished 1995 by the Federal President with the large merit cross of the Order of Merit of the Federal Republic of Germany. In 2001, he was awarded the Grand Cross of Merit with Star of the Order of Merit of the Federal Republic of Germany in recognition of both his commitment to the promotion of culture, science and education and his extraordinary commitment to Germany as a business location, for example with his EXPO initiative. In 2017, Pope Francis awarded him the Knightly Order of the Holy Pope Silvester for his honorary services as former chairman of the board of the Katholische Hospitalvereinigung Ostwestfalen gem. GmbH.

“We have lost a great personality. With his knowledge and his outstanding economic expertise, Dr. Guido Sandler played a decisive role in shaping the organization of the Oetker Group and lastingly shaped its success. His



strategic vision, his discipline and his tireless creativity have always impressed us. He was a role model and an important advisor. Our sincere condolences go out to his family”, said Dr. h. c. August Oetker, Chairman of the Advisory Board of Dr. August Oetker KG.

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