

NEWS RELEASE

Bergisch Gladbach, 4 March 2021

Outright acquisition of SODAPOP Austria GmbH

Bergisch Gladbach-based KRÜGER GROUP is pleased to announce the outright acquisition of SODAPOP Austria GmbH to consolidate its position in the promising carbonated beverage systems market.

“We see great potential in the carbonated beverage systems market,” said Marc Krüger, Managing Director of Krüger GmbH & Co. KG. “Making soda water and flavouring it is eco-friendly, saves packaging, conserves resources and is very popular with consumers. That’s why we believe this market has a great future and the products are the perfect addition to our portfolio.” Carbonated beverage makers are a sustainable consumer trend, and the market is currently dominated by one company. “There’s room for other players,” added Marc Krüger. SODAPOP Austria GmbH, a Vienna-based carbonated beverage system specialist, was founded in 2013 by Roland Herrmann. Since then it has made a name for itself in the market for its innovative carbonation technology, exclusive designs and extra-large bottles. The business model includes both private labels and the own SODAPOP brand. SODAPOP Austria GmbH manufactures and sells a comprehensive portfolio of products, from sparkling water systems to glass and PET bottles, CO₂ cylinders and soda syrups. In addition to marketing its own mySodapop products, SODAPOP Austria GmbH is supplier to ALDI SÜD in Germany and Hofer in Austria. SODAPOP’s CO₂ cylinders are compatible with the soda maker systems of other leading brands.

The KRÜGER GROUP acquired a majority shareholding in SODAPOP Austria GmbH in summer 2020. Founder Roland Herrmann and Austrian investor Erhard F. Grossnigg are now withdrawing from the business completely. Roland Herrmann is also leaving the company’s management. The KRÜGER GROUP would like to thank Roland for his unique contribution to developing the company and for the constructive partnership over the past year.

About KRÜGER GROUP

Krüger GmbH & Co. KG, founded in 1971 and based in Bergisch Gladbach, Germany, is the cornerstone of the KRÜGER GROUP, a globally successful family-owned company in the food industry. Today the group has development, manufacturing and marketing operations with some 5,000 employees at 20 sites in 10 countries. Krüger GmbH & Co. KG started out as a successful instant product specialist before taking over Wilhelm Reuss, when it added a cocoa expert to the company portfolio. Krüger continued building this area of expertise by taking over Ludwig Schokolade and Fuchs & Hoffmann. The Scheffler acquisition enabled the KRÜGER GROUP to enter the pharmacy retail and wholesale market. Milchwerke Mittelelbe and Lactoland practically supplement the group’s key competence areas with semi-finished milk-based products. The KRÜGER GROUP continues to pursue a growth and expansion strategy. In 2019 it acquired the Dutch Peeters Group from Zentis. The most recent KRÜGER GROUP acquisition is SODAPOP Austria GmbH, a company operating in the very promising carbonated beverage systems market. The KRÜGER GROUP’s current product portfolio extends from beverages, chocolate products and baby food to health, OTC and pharmaceutical products, as well as ingredients for the food industry. Consumers in more than 100 countries around the world trust in the Schogetten, FRITT, KRÜGER, K-fee, MaxiNutrition/Maximuscle, HAFERVOLL, Penotti and Duo Penotti brands.