

PRESS RELEASE

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KRÜGER GROUP strengthening position in cocoa and confectionery segment

Acquisition of trademark rights for Kaba, Suchard Express, and Benco

The KRÜGER GROUP is strengthening its position in the cocoa and confectionery segment. The family business based in Bergisch Gladbach is acquiring the trademark rights for the full range of products of the three brands Kaba, Suchard Express, and Benco from Carambar & Co. The transaction is expected to be completed in early 2024.

For KRÜGER, acquisition of the trademark rights for the three brands Kaba, Suchard Express, and Benco from Carambar & Co. is not only another commitment to cocoa as one of its areas of expertise—it is also a matter close to its heart. It was a long-held ambition of company founder Willibert Krüger to add precisely these three brands to his portfolio. “It is a huge honor for us to see the three brands Kaba, Suchard Express, and Benco becoming part of our product family all these years later,” says Marc Krüger, Managing Director of Krüger GmbH & Co. KG. “We see a great deal of potential in these strong and popular traditional brands, and we have ambitious plans. We intend to strengthen their brand essence and guide them toward a successful future. This future will no doubt also take the brands into new categories, and we look forward to what lies ahead.” As the first step, the production for the three brands will be gradually incorporated into the KRÜGER GROUP starting in 2024, before the focus shifts to launching new products.

Carambar & Co. is a renowned group specializing in confectionery that boasts a broad brand portfolio. The French company has approximately 1,300 employees, operates six production plants, and sells its products both in France and internationally. The range of products sold under the trademarks that KRÜGER will acquire from Carambar & Co. includes cocoa drink powders, drink powders for fruit mix milk drinks, bars of chocolate, and ready-to-drink chocolate milk.

The KRÜGER GROUP’s story began in 1971 with instant tea when Willibert Krüger developed the now legendary “Krüger’s Citronentee-Getränk” lemon tea beverage in the adjoining rooms of his parents’ wholesale business. The family business, which now operates globally and has a workforce of more than 5,500 employees, owns a product portfolio which includes beverages, sweets and chocolates, infant nutrition, health products, OTC and pharma products, and food ingredients. The Group generated sales of more than 2.3 billion euros in 2022.

One of the KRÜGER GROUP’s areas of expertise is sourcing and processing cocoa. KRÜGER produces chocolates and cocoa drink powders as well as semi-finished cocoa products such as cocoa butter and cocoa nibs. An ever greater proportion of the cocoa beans is sourced via

the Group's own cocoa commitment sustainability program, with which the KRÜGER GROUP is setting new standards in environmental and social sustainability.

About the KRÜGER GROUP

Founded in 1971, the company Krüger GmbH & Co. KG based in Bergisch Gladbach (North Rhine-Westphalia) laid the foundations for the KRÜGER GROUP, one of the most successful family-owned companies in the global food industry. The Group with its approximately 5,500 employees now develops, produces, and markets its products from 21 sites in ten countries. After Krüger GmbH & Co. KG was successfully founded as an instant beverage specialist in 1971, the first cocoa expert was added to the company portfolio in 1987 with the acquisition of Wilhelm Reuss. Krüger then further expanded its expertise here with its acquisitions of Ludwig Schokolade and Fuchs & Hoffmann. In 1980, the company Dr. Scheffler opened the market for pharmacies and pharmaceutical wholesale up to the KRÜGER GROUP. The companies Milchwerke Mittelelbe and Lactoland have been complementing the Group's areas of expertise with milk-based semi-finished products since the 1990s. The KRÜGER GROUP has continued on its course of growth and expansion—in 2019, the KRÜGER GROUP acquired the Dutch Peeters Group. The KRÜGER GROUP most recently moved into the promising market of water carbonators with its acquisition of SODAPOP Austria GmbH. The KRÜGER GROUP's current product portfolio ranges from beverages, coffee capsules, chocolates, spreads, and infant nutrition to sports nutrition, OTC and pharma products, and semi-finished products for the food industry. Consumers in more than 100 countries around the world have great faith in brands like Schogetten, Trumpf Edle Tropfen in Nuss, FRITT, KRÜGER, K-fee, MaxiNutrition/Maximuscle, HAFERVOLL, and Duo Penotti.

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