



Royal Wessanen

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press release

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Wessanen sells Natudis to Vroegop Ruhe & Co

Royal Wessanen has signed an agreement with Vroegop Ruhe & Co for the sale and purchase of Natudis, Kroon and Hagor. The closing of the deal is amongst others subject to approval by the Dutch Authority for Consumers & Markets (ACM).

This divestment is in line with Wessanen's strategy of further building its own brands in the healthy and sustainable market in Europe.

Natudis is the largest wholesaler of organic and reform products in the Benelux. It also operates Kroon, a Dutch wholesaler of fresh food, and Belgian organic food distributor Hagor. It is the owner of the Natuurwinkel franchise concept in the Netherlands as well.

Vroegop is a leading Dutch wholesaler and importer of (organic) potatoes, vegetables, fruit and exotic produce as well as a logistics services provider of food products for food service and retail companies.

About Wessanen

Royal Wessanen is a leading company in the European market for healthy and sustainable food. We realised revenue of €509 million in 2013 with on average 1,225 employees. Our focus is on organic, vegetarian and natural ingredients as these are healthier and more sustainable. Where appropriate, we also focus on fair trade sourced food. Our aspiration is to build an European champion in healthy and sustainable food. Operating mainly in the Benelux, France, Germany, Italy and the UK, we manage and develop well-known local brands such as Allos, Alter Eco, Bjorg, Bonneterre, Clipper, De Rit, Kallø, Tartex, Whole Earth and Zonnatura. In addition, we have one non-core business. US-based ABC is one of the leading producers of single-serve bottled fruit drinks (Little Hug) and ready-to-drink cocktail pouches and non-alcoholic cocktail mixers (Daily's).

For more information

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