



*Healthier food  
Healthier people  
Healthier planet*

## Press release

Amsterdam, 1 July 2016

## Wessanen has acquired Mrs Crimble's, leading brand in the UK gluten-free Market

Wessanen and the owners of Mrs Crimble's have signed and completed the acquisition of Mrs Crimble's by Wessanen today.

A pioneer of the UK gluten-free market for more than 30 years, Mrs Crimble's, has established itself as a leading brand in the market, famous for its macaroons and broad range of other gluten-free products.

Mrs Crimble's net revenue amounted to £12.7m in 2015. It has widespread distribution across all channels in the UK, increasing presence internationally and fits very well into Wessanen's existing portfolio of healthy and sustainable brands.



Majority of sales are in "sweet-in-between" products, also referred to as healthy snacking, a core category for Wessanen. Mrs Crimble's is expected to benefit from the growth in popularity of gluten-free products and demand from both consumers and retailers.

**Christophe Barnouin, CEO of Wessanen, said:** "The acquisition of Mrs Crimble's is a further step in the execution of our strategy. The brand has great knowledge in gluten-free "sweet-in-between" products and a strong base in the UK. This acquisition will further strengthen our operations in the UK market and gives us an entry into a strategic growth segment."

**Bill Mapstone on behalf of the owners of Mrs Crimble's said:** "We are very proud of what we have achieved with the Mrs Crimble's brand and believe that Wessanen are very well placed to take both the brand and the people who have developed this business on to the next level, both in the UK and internationally."

## Analyst & investor meeting

On 1 July at 14.00 CET, an analyst & investor conference call will be hosted by Christophe Barnouin (CEO) and Ronald Merckx (CFO). You can dial in using the following telephone number: +31(0)20 716 8250 or toll free at 0800 222 330 (please quote "Wessanen").

The press release is available for download at [www.wessanen.com](http://www.wessanen.com).



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## About Wessanen

Wessanen is a leading company in the European market for healthy and sustainable food. In 2015, our revenue from continuing operations was €523 million and we employed on average 904 people. Our mission is Healthier Food, Healthier People, Healthier Planet and we focus on organic, vegetarian, fair trade and nutritionally beneficial products. Our family of companies is committed to driving positive change in food in Europe. Our core brands include many pioneers and market leaders: Allos, Alter Eco, Bjorg, Bonneterre, Clipper, Gayelord Hauser, Isola Bio, Kallø, Tartex, Whole Earth and Zonnatura.

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## Agenda

26-07-2016 Publication Q2 2016 results

25-10-2016 Publication Q3 2016 trading update

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This press release is not issued pursuant to any obligation to disclose price sensitive information as set out in Section 5:25i of the Financial Supervision Act, but is merely intended to update the market on strategic developments.

### For more information

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