

Eckes-Granini continues to expand its chilled juice business at a dynamic pace – acquires Elka, a leading producer of premium fruit juices in Germany

Nieder-Olm, March 4, 2008. Effective beginning of March 2008, the Eckes-Granini Group has acquired a majority interest in Elka GmbH, a producer of fresh-squeezed, chilled fruit juices. Previous owner Ludwig Katz will remain with the company as shareholder and managing director. “With Elka, we have substantially expanded our European network in the growing market for chilled products while strengthening our already outstanding position in the German out-of-home sector”, explains Thomas Hinderer, Chairman of the Board of the Eckes-Granini Group GmbH.

Elka is a leading supplier in the “ultra-fresh” fruit juice segment in Germany. Founded in 1987 by former owner Ludwig Katz, the company based in Dreieich near Frankfurt has achieved remarkably strong growth over the past several years. Natural quality and absolute freshness are the distinctive advantages offered by its locally pressed juices, with which the company has established an especially strong presence in the high-end out-of-home sector.

Eckes-Granini intends to build on sound existing know-how in order to sustain the success and strong growth achieved by Elka in recent years. Plans call for investments in production capacities and infrastructure, in addition to other measures. And the involvement of the previous owner will ensure continuous and progressive development. Says Thomas Hinderer: “We look forward to working with the Elka team. We expect to reap substantial synergies for our existing network as well as valuable insights regarding the distribution, pricing and marketing of chilled products.”





the best of fruit

Company founder Ludwig Katz is confident that Elka has a bright future as a part of the Eckes-Granini Group: “Elka is in good hands with Eckes-Granini. The two companies complement each other ideally with their respective fields of expertise, and we will be able to pursue our growth course even more vigorously from this point on.”

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