

Company profile

Eckes-Granini Group GmbH:

A leading producer of branded fruit beverages in Europe

Nieder-Olm (Rheinland-Pfalz). The Eckes-Granini Group GmbH, the international subsidiary of Eckes AG (financial holding company) specialized in non-alcoholic fruit beverages, holds a top position in the European market. Under the leadership of CEO Thomas Hinderer, the Group recorded turnover of 852 million EUR and volume sales of over 1 billion litres in 2010. Eckes-Granini will continue to focus organic growth in Europe supplemented by strategic partnerships and acquisitions.

The Group operates with national subsidiaries in 15 European countries (Austria, Denmark, Estonia, Finland, France, Germany, Hungary, Latvia, Lithuania, Norway, Romania, Sweden, Switzerland, Spain, and Turkey) and currently employs roughly 1,550 people, of which about 70 are assigned to corporate headquarters in Nieder-Olm.

“We bring the best of fruit for a healthy and enjoyable life” is the guiding principle embraced by the fruit beverage producer. Committed, well-qualified employees, strong brands and a long-term strategy devoted to sustained value growth form the foundation for the success of the Eckes-Granini Group.



Strong brands

Enjoyment and good health, innovation and tradition – these are the ideas that continue to guide Eckes-Granini today. The Eckes-Granini Group is represented throughout Europe by an innovative portfolio composed of the internationally renowned granini brand and strong local brands, such as hohes C, Joker, Marli, SIÓ, YO Sirup, Brämhults, or Elmenhorster, in both the retail food trade and the out-of-home sector. Superior quality is the top priority for the Eckes-Granini Group – from carefully selected fruits and raw materials to gentle production processes to the finished product. This quality philosophy is based on Group-wide standards and the self-imposed obligations of a brand producer.

Consumers in over 70 countries have come to know and appreciate the juices, fruity thirst-quenchers and refreshment drinks marketed by the Eckes-Granini Group. A number of factors contribute to the astounding success of the Eckes-Granini brands: unique positioning, consistent communication support and outstanding product quality. “We believe in our strong brands. They are key success factors that enable us to grow our company value on a sustained basis”, explains CEO Thomas Hinderer.

From a German spirits producer to an international fruit beverage supplier

The name “Eckes” stands for one of the oldest and most authentically traditional brand producers in Germany and for one of the most important beverage suppliers in Europe. The family enterprise celebrated its 150th anniversary in 2007, and looked back on a history of success driven by people and brands, innovation and international expansion – a success story that will continue in future. The story began in Nieder-Olm, where the haulier and farmer Peter Eckes laid the corner-



stone for the beverage group by founding a distillery for wine by-products in 1857.

While spirits operations were progressively expanded, the company began producing and marketing fruit juices in the 1920s. The first classic fruit juice brand was introduced in 1933: Eckes Grape Juice. The launch of hoses C, the first ready-to-drink orange juice in bottles, followed in 1958. In the 1970s, the food chemist Prof. Dr. Julius Koch developed Dr. Kochs Trink 10, the first multivitamin juice in Germany, for the company.

The foundation for the international success of the Eckes-Granini Group was laid in the early 1990s with the opening of the borders to Eastern Europe – and the buy-out of SIÓ-Eckes (Hungary) in 1993. Another important milestone in the process of European expansion was set in 1994 with the acquisition of the granini brand from the Melitta Group.

In 2007, Eckes ended a century and a half of involvement in the spirits business in order to concentrate exclusively on the marketing of fruit beverages through Eckes-Granini – and thus set about with confidence and resolve to set the next milestones in the company's history.

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