

COMPANY PORTRAIT

The Eckes-Granini Group: The leading manufacturer of fruit beverages in Europe

Eckes-Granini Group GmbH is the European leader in the market for non-alcoholic fruit beverages. The international corporate group is headquartered in Nieder-Olm (Rhine-Main region) and is part of Eckes AG. In 2020, Eckes-Granini achieved annual sales of 873 million EUR and a volume of 843 million litres. The Group operates with its own national companies and strategic partners in Austria, Belgium, Denmark, Finland, France, Germany, Hungary, Lithuania, Spain, Sweden and Switzerland and employs a total of 1,708 people.

"We bring people the best of fruit for a healthy and enjoyable life" - this is the guiding principle of the fruit beverage manufacturer. Consumer focus, top quality, strong brands, committed and competent employees and a long-term strategic orientation with sustainable value creation are at the heart of the Eckes-Granini Group.

A portfolio of strong brands

Consumers in more than 80 countries worldwide know and appreciate the juices, fruit drinks and smoothies produced by the Eckes-Granini Group. In particular, the internationally renowned top brands granini and Pago as well as the strong national brands hohes C, Joker, Marli, SIÓ, YO Syrup, Brämhults, Rynkeby and God Mor-gon or Elmenhorster with their innovative assortments ensure lasting health, enjoyment and beautiful moments both in food retailing and in the out-of-home segment. And for some years now, they have also been doing this in organic quality!

Eckes-Granini secures access to new ideas, special know-how and alternative market segments through cooperative ventures and strategic investments. For example, the Group participates in the growing chilled segment through a 35 % stake in the Bonn-based start-up true fruits GmbH. In March 2021, Eckes-Granini also



acquired a minority stake of 49 % in Curameo AG and the associated Kloster Kitchen brand, which is a genuine pioneer in the "organic power drinks" category.

Sustainable management with responsibility for people and the environment

Eckes-Granini aims to become one of the world's most sustainable juice producers step by step. The selection of raw materials is therefore based on strict criteria that focus on the protection of nature, people and their habitats. At the same time, the family business builds on common values that form the foundation of the cooperation: Appreciation of performance, perception of needs and optimal framework conditions enable a good working atmosphere and highly motivated employees.

From German spirits producer to internationally successful fruit beverage producer

The name "Eckes" stands for one of the oldest and most traditional manufacturers in Germany and the most important beverage producer in Europe. The family-owned company, which today trades as Eckes AG and now operates purely as a financial holding company, can look back on a success story spanning more than 160 years, which is based on people and brands and characterized by innovation and internationalisation. The foundation stone for the company was laid in 1857 by Peter Eckes, a haulier and farmer, with a distillery for the distillation of wine residues. Since the sale of its spirits division, Eckes AG and the Eckes-Granini Group have been active exclusively in the market for non-alcoholic fruit beverages.

The production and marketing of fruit juices was established and expanded from the 1920s onwards: Eckes Traubensaft (grape juice), the first classic fruit juice brand, was launched in 1933. This was followed in 1958 by the introduction of hohes C, the first ready-to-drink bottled orange juice. The acquisition of SIÓ-Eckes (Hungary) in the early 1990s laid the foundation for the international success of the Eckes-Granini Group, which was followed by a further milestone in the Europeanisation process with the takeover of the granini brand from the Melitta Group in 1994. Since 2007, Eckes-Granini has concentrated exclusively on the international marketing of fruit beverages. Since then, the fruit juice manufacturer has continued its international expansion through strategic partnerships and acquisitions of



renowned companies or brands such as Brämhults (2007), Pago (2012) and Rynkeby Foods A/S (2016).

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