

COMPANY PORTRAIT

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

Eckes-Granini Group GmbH is the European leader in the market for non-alcoholic fruit beverages. The international group, headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), is part of Eckes AG. In 2021, Eckes-Granini achieved annual sales of 856 million euros and a sales volume of 805 million litres. The Group currently operates in Austria, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Lithuania, Romania, Spain, Sweden, Switzerland and Slovakia through its own national companies and strategic partners and employs a total of 1,697 people.

"We bring people the best of fruit for a healthy and enjoyable life - with respect and responsibility for people and the environment," is the guiding principle of the fruit beverage manufacturer. Enjoyment, high quality, strong brands, committed and competent employees and a long-term strategic orientation based on sustainable value creation have been the focus of the Eckes-Granini Group for more than 160 years.

A portfolio of strong brands

Consumers in over 80 countries worldwide know and appreciate the juices and fruity thirst-quenchers and soft drinks of the Eckes-Granini Group. In particular, the internationally renowned premium brands *granini* and *Pago* as well as the strong national and regional brands *hohes C*, *Joker*, *Marli*, *SIÓ*, *YO*, *Brämhults*, *Rynkeby*, *God Morgon* and *Elmenhorster* ensure lasting moments of enjoyment with their innovative ranges in both the food retail trade and the out-of-home segment. And for some years now, they have also been doing so in organic quality!

The acquisition of 35 % of the shares in the Bonn-based start-up company true fruits GmbH gives Eckes-Granini an additional stake in the growing chilled segment. In March 2021, Eckes-Granini also acquired a minority stake of 49 % in Cu-



rameo AG and its Kloster Kitchen brand, which is a genuine pioneer in the organic power drink 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 group

The name "Eckes" stands for one of the oldest and most traditional brand 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 of more than 160 years that is based on people and brands and characterised by innovation and internationalisation. The foundation stone for the company was laid by haulier and farmer Peter Eckes in 1857 with a distillery for distilling 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, 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, followed by the takeover of the granini brand from the Melitta Group in 1994, a further milestone in the process of Europeanisation. 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 and brands such as Brämhults (2007), Pago (2012) and Rynkeby Foods A/S (2016).

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