

GROUP PORTRAIT

The Eckes-Granini Group:

The leading producer of branded fruit beverages in Europe

Nieder-Olm. The Eckes-Granini Group GmbH, the international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG (financial holding company) holds the leading position in the European market. Group revenue amounted to EUR 921 million in 2019, with volume sales of 853 million litres. The group will continue to focus on both organic growth and expansion through strategic partnerships and acquisitions in the future.

The Eckes-Granini Group operates through its own national subsidiaries as well as strategic partners in Austria, Belgium, the Czech and Slovak Republics, Croatia, Denmark, Finland, France, Germany, Hungary, Italy, Lithuania, Romania and Bulgaria, Spain and Switzerland, and employs 1,719 people.

“We bring people the best of fruit for a healthy and enjoyable life” – that is the fruit beverage producer’s guiding principle. The business policy of the Eckes-Granini Group is built upon strong brands, competent and committed employees and a long-term added-value strategy.

Strong brands

Enjoyment and good health, innovation and tradition have been key drivers for Eckes-Granini for over 160 years. The internationally renowned premium brands granini and Pago, hohes C, Joker, Marli, SIÓ, YO Syrup, Brämhults, Rynkeby, God Morgon and Elmen-



horster offer consumers all over Europe lasting moments of pleasure with their innovative product ranges in both the retail food trade and the out-of-home market. And for some years now also in organic quality!

Superior quality, consumers' needs and fairness in relationships with partners and employees have top priority within the Eckes-Granini Group. Raw materials are selected on the basis of strict criteria that underscore the emphasis on protecting nature as well as people and the environments in which they live. The group also relies on a set of shared values that form the foundation for cooperation within the organization. Appreciation for the accomplishments of employees, recognition of their needs and excellent employment conditions contribute to a good working climate and strong employee motivation.

Consumers in over 80 countries the world over have come to know and love the juices, fruity thirst-quenchers and refreshment beverages produced and marketed by the Eckes-Granini Group. Innovations designed to promote growth are key drivers of business success: initiatives, concepts and products that create new occasions for consumption and attract new consumers for its brands and product categories. "We are evolving along with our consumers and raising the fruit-juice category to the next level", says Executive Board Chairman Thomas Hinderer, who heads the group's management board until July 2020.

From a German spirits producer to an international fruit-beverage group

The name "Eckes" stands for one of the oldest and most traditional brand producers in Germany and the leading supplier of fruit beverages in Europe. The family-owned enterprise looks back over a 160-year history of success



driven by people and brands as well as innovation and international expansion. The cornerstone for the business was laid by the haulier and farmer Peter Eckes, who established a distillery for wine by-products in 1857.

The company began expanding its fruit-juice production and marketing activities in the 1920s. *Eckes Grape Juice* was introduced as the first classic fruit juice in 1933, followed in 1958 by the launch of *hohes C*, the first ready-to-drink orange juice in bottles. The cornerstone for the international success of the Eckes-Granini Group was laid in the early 1990s with the acquisition of SIÓ-Eckes (Hungary). And the next milestone in the process of European expansion followed with the acquisition of the *granini* brand from the Melitta Group in 1994.

Eckes-Granini has concentrated exclusively on the production and marketing of fruit beverages since 2007. The fruit juice producer has since continued to expand into international markets through strategic partnerships and acquisitions of well-known companies and brands, including Brämhults (2007), Pago (2012) and Rynkeby Foods A/S (2016). Eckes-Granini has also established a foothold in the growing chilled beverage segment through the acquisition of true fruits GmbH, a start-up firm from Bonn.

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