

**The Eckes-Granini Group is donating 500,000 litres of juice in support of relevant occupational groups and voluntary helpers in the battle against COVID-19.**

**Nieder-Olm, 29 April 2020:** Eckes-Granini, the leading supplier of fruit juice and fruit beverages in Europe, is donating a total of 500,000 litres of juice products in support of helpers in the battle against COVID-19. These juices, fruit beverages and smoothies are intended to serve as an expression of gratitude to members of relevant occupational groups. With these product donations, Eckes-Granini is also supporting charitable organizations and social service providers that offer meals or food and beverages to people in need. All eleven European subsidiaries have already started distributing thousands of litres of juice to hospitals, nursing and convalescent homes, military bases, food banks and kitchens for the homeless, among other recipients. The campaign will continue in the weeks to come.

“The corona virus pandemic has a definite impact on our society. And it has massive consequences for every one of us”, says Thomas Hinderer, CEO of the Eckes-Granini Group. “Therefore, the entire international Eckes-Granini team is especially grateful to the occupational groups and volunteers who, in the midst of the present crisis, are working to maintain the quality of everyday life in the cities and communities in which we are actively represented – in spite the many health risks, curfews and other restrictions with which they are confronted.”

**A sign of solidarity and appreciation**

The Eckes-Granini hopes to make a small contribution to the goal of keeping people in relevant occupations fit and healthy with its products and the vitamins and minerals contained in its fruit juices. And the Group’s national subsidiaries are intent upon ensuring that local charitable organizations have sufficient stocks of these products. Above all, however, Eckes-Granini hopes that this campaign will serve as a sign of solidarity and appreciation in the eyes of all helpers in the battle against COVID-19.



**The pan-European donation campaign has already begun.**

Some 78,000 litres of juice have been distributed to charitable organizations, clinics and nursing homes in Germany in recent weeks. More than 50,000 litres of juice have been donated in Spain, and over 30,000 litres each have been delivered in Romania, Austria and Hungary. Eckes-Granini France is also providing support through product donations and deliveries of empty glass and plastic bottles for use in disinfectant production. The Eckes-Granini Group plans to extend this initiative until at least half a million litres have been distributed. The volume of donations and the types of products made available by each national subsidiary will vary depending on specific local factors, such as the size of the countries in question and the available product ranges.

**The campaign logo as a plea for unity in society**

In order to emphasize the importance of social solidarity in the present situation, the Eckes-Granini Group is employing its logo and temporarily adapting its claim to read: "The best of fruit for a healthy and united community."

The Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Europe. The independent family-owned enterprise based in Nieder-Olm (Rhineland-Palatinate) is focused above all on its competent and committed employees, its strong juice, fruit-beverage and smoothie brands and its long-term strategic orientation based on sustainable added value. With 1,725 employees, Eckes-Granini currently operates through its own national subsidiaries as well as strategic partners, primarily in Europe, and generates total annual revenues of EUR 985 million. The Group's foundation consists of the renowned international premium brands granini and Pago as well as strong national and regional juice and fruit-beverage brands. Consumers in 80 countries world-wide, and especially in Europe, have come to know and appreciate our fruit juices and our wide range of fruit beverages.

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