

PRESS RELEASE

Bergisch Gladbach, July 11, 2024

KRÜGER GROUP ACQUIRES SWISS HERMES SÜSSTOFF AG AND STRENGTHENS ITS POSITION IN THE SWEETENER SECTOR

The KRÜGER GROUP is strengthening its position in the sweetener sector and expanding its portfolio in the Beverages division. The family business based in Bergisch Gladbach is acquiring Hermes Süsstoff AG from the Hermes Sweeteners Group AG. Hermes Süsstoff AG specializes in high-quality tabletop sweeteners.



In addition to Assugrin, the company founded in 1904 also distributes and produces the internationally renowned brands Hermesetas and SteviaSweet. Assugrin is now the benchmark for calorie-free sweetening, especially in Switzerland. Hermesetas is the market leader in Northern Europe and has a strong international presence in Australia, the UK, Ireland, and many other countries.

The acquisition of Hermes Süsstoff AG based in Zurich, Switzerland, is a suitable addition to the KRÜGER GROUP's Beverages division. With the continuous expansion of its product portfolio, the KRÜGER GROUP is now known worldwide with its brands and also enjoys a solid reputation for the manufacture of private-label products and as a partner to the food industry.

With its subsidiaries, the KRÜGER GROUP is already independent, globally networked, and future-proof throughout the production chain. With the acquisition of Hermes Süsstoff AG, the KRÜGER GROUP is strengthening its position as an international quality and innovation leader.

The transaction has already been completed. Business operations will continue unchanged after the takeover.

About the KRÜGER GROUP

Founded in 1971, Krüger GmbH & Co. KG based in Bergisch Gladbach (North Rhine-Westphalia) laid the foundation for the KRÜGER GROUP, a globally established family business in the food industry. The group of companies now develops, produces, and markets its products with around 5,600 employees at 21 sites in ten countries. Brands such as Schogetten, Trumppf, Edle Tropfen in Nuss, FRITT, KABA, KRÜGER, K-fee, MaxiNutrition, HAFERVOLL, Duo Penotti, and SODAPOPOP are trusted by consumers in more than 100 countries around the world.



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