



## 10 years in Poland:

### What's Cooking? driving Ready Meals in Poland with continuous pioneering of new varieties and commitments to further invest in growth

#### What's Cooking?

**Opole (PL) – Lievegem (BE), 4 October, 2024 - The European fresh Savoury Food Group What's Cooking? listed in Belgium known for its charcuterie, savoury snacks and ready meals such as Come a casa® is celebrating.**

Today, What's Cooking Polska is celebrating 10 years of leadership in Pasta-based Ready Meals and innovations for customers and consumers. From its beginnings, this entity based in Opole has played an important role in the growth of the Group. Recently, the iconic brand Come a casa®, with Belgian origin, has also been successfully launched in Poland. What's Cooking Polska started from acquiring a greenfield piece of land in 2012, with a first production in 2014, and has developed into a reliable quality lasagna producer for its customer across mainly Central & Eastern Europe.

To mark its 10<sup>th</sup> birthday, What's Cooking Polska is announcing the intent to further accelerate and invest in growth of Ready Meals in Poland and beyond. This commitment was revealed today during a celebratory anniversary event at the Opole production facility in Poland in the presence of Jaroslaw Szarzewicz, Plant Manager of What's Cooking Polska and Piet Sanders, CEO of What's Cooking?.

#### A decade of pioneering – Ready for the future

Since 2014, What's Cooking Polska – formerly known as The Pasta Food Company - had the purpose to pioneer with the production & sales of lasagna in Central & Eastern Europe. This gives the factory a lot of credibility and know-how. Its commitment to strive for continuous and sustainable optimisation is illustrated by the years-long effort to innovate, both with products and packaging, embedded in the long term vision and strategy of the Group. As a significant step towards true leadership within the category, What's Cooking? continues to lead as responsible producer on sustainable local sourcing, and efficient production with outstanding quality.

*"We are really proud of what our team has realized over the past 10 years, here in Opole. From this site, our delicious lasagna is currently shipped to 15 countries. The purchase of the land and building next door, marks the start of a plan to further develop our Ready Meals business, esp. in Central & Eastern Europe", explains Piet Sanders, CEO at What's Cooking? "We want to keep bringing more choice, great quality, variety and taste, making our Ready Meal products affordable to all, and that's why innovation lies at the heart of what we do at What's Cooking?: Day by day, we make sustainable food second nature."*

What's Cooking? Ready Meal products are sold in over 35 countries, driving the market in an increasingly competitive consumer category. What's Cooking? is determined to continue to play a pioneering role, and today announces investments in its production site at Opole (PL), responding to the growing demand.

What's Cooking?'s purpose to pursue sustainability in all it does, will also be taken into account for the innovation of its products, packaging and processes going forward. Also in its Polish facility, these strategic beliefs will be included, when designing the business going forward.



### Financial calendar

Annual results 2024	28 February 2025 before trading hours
Annual report 2024	18 April 2025 before trading hours
General Meeting	28 May 2025

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### About What's Cooking Group

*What's Cooking? is a **European fresh savoury food group headquartered in Belgium** which commercialises in Europe and beyond a wide range of high-quality and innovative savoury cold cuts, snacking and ready meal food products (also known from Come a casa®), and related services. "**Day by day, we make sustainable food second nature** by increasing the world's appetite for tasty, convenient meals, crafted with care both for the people and the planet". Our customers and consumers are always on our hungry minds when preparing our food products, as is the well-being of our approximately 2,500 employees from our headquarter, 12 industrial sites in Belgium, the Netherlands, France, Poland, and the UK, and 7 sales offices. What's Cooking Group (previously named Ter Beke) exists for 75 years, is listed as family company on Euronext Brussels since 1986 (EBR: WHATS) and realised a turnover of EUR 832 million in 2023.*

**More info about What's Cooking? can be found on [www.whatscooking.group](http://www.whatscooking.group)**

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