

Profile number

108724

Strategic Investment Opportunity: Partnering with Globally Recognized Premium Food Brands

Located in

Nordrhein-Westfalen

General information**Sector**

Wholesale

Type of company

Wholesale food(s)

Legal entity:

Limited company

Type of transaction

To be determined

Life phase enterprise

Starting

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

Confidential

Asking price

To be agreed

Earnings before taxes

€ 0 - € 100.000

Company history/background

The company, based in Germany, specializes in high-quality food products. It owns trusted brands that emotionally resonate with consumers, offering healthy options in the middle-priced segment, strategically positioned to appeal to a broad audience.

Currently, the company produces high-polyphenol olive oil, combining premium quality with accessibility. Its

expanding portfolio includes chocolates, nut-based spreads, innovative spreads, cheese, pasta, and more, designed to meet the growing demand for premium and healthy foods. With a potential market share exceeding 3%, these products, supported by a well-recognized and loved brand identity, are poised to attract a receptive consumer base.

Well-positioned to collaborate with major European supermarkets and distributors, the company offers standout choices in both premium and mid-priced segments.

The company develops and markets premium food products, leveraging its well-known brand for quality and trust. All products are produced or planned in established European facilities under agreements ensuring consistent quality and compliance with high standards.

- High-Polyphenol Olive Oil

Already in production, this flagship product offers a perfect blend of taste and health benefits, tailored for health-conscious consumers.

Planned Product Portfolio Expansion

- Daily Chocolate: Chocolate for everyday enjoyment.
- Gourmet Chocolates: Artisanal chocolates with innovative tastes.
- Praline: Luxurious chocolates with new flavors.
- Nut-Based Spreads: Healthy spreads from hazelnuts and almonds
- Cereals: Nutritious breakfast options
- Cheese: Exceptional cheeses
- Pasta, Breakfast and Snacks.

Each product reflects a commitment to quality, trust, and innovation, re

Unique selling points

Unique Selling Points

- Exclusive Branding: Ownership of well-established brands provides a competitive edge, leveraging strong emotional connections and global recognition.
- Health and Innovation Focus: The high-polyphenol olive oil caters to premium health-conscious consumers, while planned product lines are strategically designed to capture diverse market segments.
- Scalable Market Reach: Positioned to serve both premium and mid-priced segments, ensuring broad appeal and market adaptability.

Other

Other Features:

- The brand holds strong potential to attract interest from major European supermarkets and global retailers, leveraging its well-recognized and beloved position among consumers.
- Scalable operations designed to adapt quickly to evolving market demands.
- Significant growth opportunities in the €500 billion European packaged food market, aiming for a 0.5%-3% market share in the mid-term.

Description of the Desired Buyer:

The ideal buyer is a strategic investor or partner with expertise in scaling premium and health-focused food businesses. Experience in branding, retail distribution, and navigating the European food market is highly desirable. The buyer should also share a vision for innovation and sustainable growth.

This is a unique opportunity to acquire up to 49% of a business with a strong market position in the premium food segment and substantial growth potential.