



Royal Wessanen

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press release

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Wessanen has completed the sale of Natudis

Wessanen announces that the sale of Natudis, Kroon and Hagor to Vroegop Ruhe & Co has been completed.

About Wessanen

Royal Wessanen is a leading company in the European market for healthy and sustainable food. We realised revenue of €509 million in 2013 with on average 1,225 employees. Our focus is on organic, vegetarian and natural ingredients as these are healthier and more sustainable. Where appropriate, we also focus on fair trade sourced food. Our aspiration is to build an European champion in healthy and sustainable food. Operating mainly in the Benelux, France, Germany, Italy and the UK, we manage and develop well-known local brands such as Allos, Alter Eco, Bjorg, Bonnetterre, Clipper, De Rit, Kallø, Tartex, Whole Earth and Zonnatura. In addition, we have one non-core business. US-based ABC is one of the leading producers of single-serve bottled fruit drinks (Little Hug) and ready-to-drink cocktail pouches and non-alcoholic cocktail mixers (Daily's).

About Natudis

Natudis is the largest wholesaler of organic and reform products in the Benelux. It also operates Kroon, a Dutch wholesaler of fresh food, and Belgian organic food distributor Hagor. It is the owner of the Natuurwinkel franchise concept in the Netherlands as well.

About Vroegop

Vroegop Ruhe & Co is a leading Dutch wholesaler and importer of (organic) potatoes, vegetables, fruit and exotic produce as well as a logistics services provider of food products for food service and retail companies.

For more information

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