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Press release

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HNC Healthy Nutrition Company GmbH acquires muesli bar manufacturer HAFERVOLL

The HNC Healthy Nutrition Company GmbH, a wholly owned subsidiary of KRÜGER GmbH & Co. KG, has acquired the Cologne-based flapjack manufacturer HAFERVOLL as of 1 April 2019. The KRÜGER subsidiary, founded in September 2017, specialises in sports nutrition and healthy snacks for people interested in enjoying a health-conscious diet. With the acquisition of the up-and-coming Cologne-based start-up, HNC is expanding its product range to include high-quality, baked muesli and oatmeal bars and continues to be committed to the major global trend towards healthy and natural nutrition. The parties have agreed not to disclose the purchase price.

HNC Healthy Nutrition Company GmbH, founded within the KRÜGER GROUP in September 2017, is continuing to expand. Following the acquisition of the Shameless Smoothies brand in 2017 along with the UK-based sports supplement brands MaxiNutrition and maximuscle in 2018, the specialist in high-quality sports nutrition and functional food is now also systematically consolidating its expertise in the healthy snacking sector. As of 1 April 2019, HNC will be taking over the successful start-up company HAFERVOLL GmbH, which specialises in producing flapjacks based solely on natural ingredients. The term flapjack originally comes from England and refers to traditional oven-baked oatmeal bars.

"With HAFERVOLL, we are expanding our portfolio to include a strong and popular snack brand that is perfectly aligned with our target group. It means that nutrition-conscious consumers will have a nutritious and natural alternative for when they're on the go – with no emulsifiers, flavourings or colourings," stated Marc Krüger, Managing Director of HNC Healthy Nutrition Company GmbH, with regard to the acquisition of the company. The flapjacks complement the firm's existing range of protein products consisting of bars, powders and drinks as well as energy bars, porridge, isotonic drinks and smoothies. In the process, HNC is focusing on proteins of the highest quality, reducing sugar and using natural ingredients – in line with what a sports-oriented target group wants. Robert Kronecker and Philip Kahnis, founders and HAFERVOLL Managing Directors, are looking forward to the cooperation, stating: "We're confident that, with the KRÜGER GROUP/HNC, we've found a strategic partner with whom we will be able to continue to grow in the healthy snack market."

Functional food and a health-conscious diet



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For ever more consumers, fortified foods such as protein bars or smoothies are a firm part of their diet plan. Even in 2013, there were already over one million people in Germany who consumed functional foods several times a week¹. The KRÜGER GROUP discovered this trend, which is not limited to Germany alone, and, in 2017, founded the HNC Healthy Nutrition Company GmbH, thus opening the door to a promising market. "The food industry is changing," says Marc Krüger, Managing Director of KRÜGER GROUP. "In the future, nutrition will adapt to changes in society and be more functional and science-based. We want to satisfy this trend and drive it towards active self-optimisation and a health-oriented lifestyle via the HNC Healthy Nutrition Company GmbH and a robust product portfolio."

About HAFERVOLL GmbH

The Cologne-based food company was founded by Philip Kahnis and Robert Kronecker in 2013, together with Food Angels Germany, and maintains the traditional English way of baking. Some real manual work still goes into making the bars: Instead of being machine-pressed, the muesli bars come fresh out of the oven after a gentle baking process. And you can taste that difference, too! Thanks to this production method, the consistency of the flapjacks puts one in mind of a small juicy muesli cake. Overall, the range now consists of 15 different flapjacks. Wholemeal oats, honey, nuts and seeds as well as unsweetened dried fruits form their basis. Besides classic varieties such as cocoa-hazelnut and banana-Brazil nut, Hafervoll offers a vegan variety, four protein flapjacks as an extra source of protein and – brand new – three savoury varieties with spices. The products are available online at www.hafervoll.de, in retail outlets, at petrol stations, drugstores and selected specialist retailers.

About HNC Healthy Nutrition Company GmbH

With an eye on quality and a scientific nature, the HNC Healthy Nutrition Company GmbH appeals to a health-conscious, athletic target group. As a specialist in the development and production of high-quality sports nutrition and functional food, HNC is represented by the brands MaxiNutrition and maximuscle international. As of April 2019, the portfolio will be supplemented by HAFERVOLL GmbH. Since being founded in 2017, HNC Healthy Nutrition Company GmbH has been part of the KRÜGER GROUP.

About the KRÜGER GROUP

Founded in 1971, Krüger GmbH & Co. KG, headquartered in Bergisch Gladbach, laid the foundation stone for the KRÜGER GROUP, one of the world's most successful family-owned companies in the food sector. Today, the group of companies has around 5,000 employees at 20 locations in 10 countries that are responsible for development, production and marketing. The current product portfolio ranges from beverages, chocolate goods and baby food to sports nutrition, OTC and pharmaceutical products, food supplements and food ingredients for the food industry. Brands such as Schogetten, Fritt, Krüger, K-

¹ Source GIK, September 2019



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fee, Rugard and even MaxiNutrition and maximuscle are highly trusted by consumers in Germany and abroad.

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