



# Best Confectionery Product Manufacturer 2017

**Katjes International is a strategic holding company focused on participations in Western European sugar confectionery companies. The company grows both externally with acquisitions and organically through the brands and the companies which are part of the portfolio. We profiled the firm to find out more.**

 Katjes International is part of the Katjes Group together with its sister companies Katjes Fassin GmbH & Co. KG (Katjes Germany) and Katjesgreenfood. The firm's long-term "Buy-and-Hold" approach is geared towards sustainable value appreciation. The strategy allows all participations to remain legally and organizationally independent after the takeover. Katjes International has already established a track record in transnational M&A transactions within the Western European confectionery market.

Established brands including Lutti, Piasten, Dallmann, Festivaldi and Manner all are investments of Katjes International, supporting the continued success across Europe.

With sugar confectionery producer Lutti, the largest participation up to date, Katjes International owns the number two sugar confectionery producer in France and the number one in Belgium. Nationally and internationally Lutti has established a reputation over its 120-year history for its sour fruit gums for example Surfizz and Bublizz. With a market share of more than 40 percent, Lutti is also

the market leader in the segment of acid fruit gums in France. At its production site Bondues, France, Lutti has an annual production capacity of around 50,000 tonnes of confectionery.

In Belgium, Katjes International has acquired the independent confectionery distribution company Continental Sweets Belgium. With its successful distribution strategy, the company played a key role in establishing Lutti as the number one brand in Belgium. In 2010 as well as 2014, the company was awarded as the best sales team in the Belgian confectionery market. In addition to its well-rounded portfolio of distribution brands, the company also sells the brand Vicks cough drops in Belgium and the Netherlands since the end of 2015.

The German company Dallmann complements the Katjes International portfolio of strong brands with its traditional products in the sage cough drop segment. Dallmann's famous drop is the number one cough drop in German pharmacies (by number of sold packages). Due to the high overseas interest for Dallmann products the company recently established an export division

focusing on the distribution of the products in the Asian market.

In October 2014 the Katjes Group became a 100% shareholder of Piasten, the largest producer of sugar-coated sweets in Germany. The confectionery manufacturer produces over 30,000 tonnes of confectionery every year. In fiscal year 2015, Piasten achieved net sales of around EUR 100 million. The company is based in Forchheim (near Nuremberg), Germany, and has more than 90 years of history. The company generates more than half of its sales through its sugar coated products, including its brands Big Ben and Schokolinsen.

Last year Katjes International acquired the remaining 50 per cent of Festivaldi B.V. Since then Katjes International is now the sole shareholder of the Dutch liquorice producer. The Harlekijntjes brand is the top-selling liquorice product by volume in the Dutch market. More than 30,000 tons of the product is consumed each year in the Netherlands.

In June 2017, Katjes International announced its acquisition of a c. 6% stake in the Austrian-based biscuit firm Josef Manner,

the largest Austrian producer of confectionery products. The Manner group combines products such as the Neapolitaner wafers. Katjes International is supportive of the company's strategy.

Looking ahead, the group is keen to continue acquiring companies with a focus on strong brands within the Western European confectionery market. The opportunities for acquisitions in the market segment remain high due to the expected on-going consolidation process. To date, the industry is still dominated by many SME companies, including many family-owned businesses. As such, Katjes International continuously observes the markets closely in order to identify possible partner companies.



Contact: Volker Weinlein,  
Chief Marketing Officer  
Contact Email:

info@katjes-international.de  
Address: Kaistraße 16  
40221 Düsseldorf, Germany  
Phone: +49 (0) 2822 601-700