

Press release

Tuesday, December 20th 2016

Bahlsen Group invests in Rawbite to accelerate global roll-out of organic fruit and nut bars

The international Bahlsen Group has acquired a majority of Rawbite ApS, the Danish organic food brand and producer of organic fruit and nut bars.

Rolf Nolsøe Bau and co-founders of Rawbite, Morten Fullerton and Nikolaj Lehmann, will continue to head up Rawbite. Rawbite will be acting as a “stand-alone” business and the company’s headquarter will remain in Copenhagen, Denmark.

Combining Rawbites brand, products and performance with Bahlsen’s global reach and resources will strengthen Rawbites international growth perspectives considerably and pave the road for an accelerated global expansion of Rawbite’s portfolio.

Rolf Nolsøe Bau, co-founder and director of Rawbite, says: “We are extremely happy with our new partnership with Bahlsen Group. With more than 125-years of heritage in the food industry, Bahlsen will provide the Rawbite brand with both strategic and financial muscles. Adding this to our relentless efforts of optimizing the Rawbite brand, product and distribution model, the partnership will provide a unique opportunity for us to reach even more consumers”.

Werner M. Bahlsen, Chairman and third generation owner of Bahlsen, says: “We are very impressed by Rawbites products and performance and look forward to work with the founders”.

The financial terms of the transaction are not disclosed.

About Rawbite ApS

Rawbite ApS, founded in Denmark in 2009, is the producer of the organic fruit and nut bar, Rawbite. Since the first Rawbite was created on the kitchen table, the interest for the product has not stopped growing and today Rawbite is a well-established global brand with distributors in more than 30 countries. Everything in Rawbite is driven by simplicity, joy and enthusiasm for the product, which is created with the utmost respect for the natural ingredients, which are processed as gently as possible. www.rawbite.dk

About the Bahlsen Group

The German family-based enterprise, Bahlsen, is an international sweet biscuit manufacturer. In Germany, Bahlsen is the most successful manufacturer in this market and, with the brands BAHLSEN and LEIBNIZ, it is the market leader. Also, throughout Europe, Bahlsen is one of the most successful sweet biscuit enterprises. Its roots reach back to 1889, when Hermann Bahlsen founded the ‘Hannoversche Cakes-Fabrik H. Bahlsen’. Today, more than 125 years

Corporate Communications

Christian Bahlmann
Head of Corporate Communications

Janina von Jhering
Corporate Communications Manager

T +49 (0)511 960 2627
F +49 (0)511 960 2442
corpcom@bahlsen.com
www.bahsengroup.com

Bahlsen GmbH & Co. KG
Podbielskistraße 11
30163 Hanover
Germany

Bahlsen

later, Bahlsen, with its biscuits, waffles, bars and cakes, operates internationally, employing 2,600 people with a turnover of 535 million Euros in 2015. Each year, Bahlsen produces more than 137,200 tons of sweet baked goods at its six sites in Germany and Poland, supplying over 55 countries. www.bahlsengroup.com