

## Press release

Thursday, March 16th, 2017

### **Bahlsen's Financial Year 2016: Courage pays off**

- 140,000 tonnes of biscuits and pastries in more than 55 countries
- Innovative biscuit varieties open up new customer groups
- Business Owner Werner M. Bahlsen: "significantly increased volume"

552 million euros in revenue, of which 284 million euros have been generated in Germany: 2016 was a very successful year for the biscuit and pastries manufacturer Bahlsen. The key success factors were the expansion of the company's international business activities, a consistent focus on consumer wishes and choices, courageous marketing initiatives and product innovations, which particularly appeal to young people. Overall, the six factories of Bahlsen produced 140,421 tonnes of biscuits and pastries, which were delivered to countries all over the world (2015: 137,208 tonnes). The number of employees rose to 2,704 (2015: 2,600).

In Germany, which is the most important outlet market for Bahlsen, the company achieved a turnover of 284 million euros (2015: 274 million euros). "We've experienced that, especially in turbulent times, the consumers trust traditional German brands such as Bahlsen", explains Werner M. Bahlsen, Company Owner and Chairman of the Management Board at Bahlsen GmbH & Co. KG.

In 2016, the company introduced a range of new products. The product innovations with the highest turnover in the past year included the international introduction of PiCK UP! minis. The German market saw additional, high grossing product introductions, such as LEIBNIZ Keks'n Cream or BAHLSEN Cookie Chips. "Here at Bahlsen, our first priority is the focus on the wishes and choices of our consumers. In the past couple of months, we have significantly increased the volume of our product and packaging innovations," states Werner M. Bahlsen.

Another highlight was the 125th anniversary of the original Leibniz butter biscuit, which was celebrated with numerous international events and sales promotions.

This year, Bahlsen will continue to make an impact on the market. One example is that after the US launch last summer, gluten- and lactose-free biscuits were introduced in Germany and Austria in March. With this innovation, Bahlsen caters for those consumers

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who must or want to avoid gluten and lactose, but at the same time don't want to make any compromises when it comes to great taste.

**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 later, Bahlsen, with its biscuits, waffles, bars and cakes, operates internationally, employing 2,700 people with a turnover of 552 million Euros in 2016. 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.