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Valora acquires young, aspiring pretzel producer in the United States

The Valora Group is continuing its international expansion by acquiring the US firm Pretzel Baron. Having a US production facility of its own will enable Valora to expand its rapidly growing B2B business further and to enhance its position as one of the leading producers in pretzel products.

To date, Valora has supplied the US market from Ditsch's existing German production facilities in Oranienbaum and Mainz. Now, with the acquisition of Pretzel Baron, Valora will be able to produce its pretzel products in the United States, bringing it closer to its US customers and distribution partners.

"The purchase of Pretzel Baron represents a significant milestone for Valora and will immediately enable us to raise our market profile in the United States", explains Michael Mueller, Valora's CEO. "Thanks to this acquisition we will be even better placed to tap into the growing US demand for pretzel products and to develop our position in this market."

Pretzel Baron is an aspiring producer of frozen pretzel products operating in the vicinity of Cincinnati, Ohio at its own site with scope for expansion. Its current facility comprises one production line for classic German pretzels, whose very high quality standards make them an ideal match for Ditsch/Brezelkönig. For 2017, the company expects to generate revenues in the mid-single-digit million range. Founder and owner Gary Gottenbusch will continue to run the company in his role as president. By engaging in close dialogue with Ditsch/Brezelkönig on matters relating to know how and technology he will be able to make a significant contribution to the company's future growth.

Both parties have agreed not to disclose the purchase price for this transaction.

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About Valora:
Valora runs a retail network of more than 2,500 convenience and food service outlets at heavily frequented sites in Switzerland, Germany, Austria, Luxembourg and France. Every day, over 1.5 million customers visit these small-scale, well-positioned formats to make the most of such well-known Valora brands as k kiosk, Brezelkönig, Ditsch, P&B, avec., Spettacolo and ok.-. Valora is also a world leader in pretzel products, operating a highly integrated bakery-products value chain. Valora generates external sales in excess of CHF 2.5 billion and employs a staff of more than 4,000. For more information on Valora, please visit www.valora.com