

PRESS RELEASE

5 June 2025

Griffiths and French agri-food cooperative Eureden set up a commercial joint venture to develop egg products in the UK

Eureden Oeuf and Griffiths Family Foods (GFF) have established a joint sales venture to accelerate the growth of their processed egg product businesses in the UK. The new entity, E&G Sales Co, will act as the exclusive sales platform for both companies' value-added egg offerings in the British market.

This collaboration reflects Eureden's ongoing strategy to expand its international presence in the egg sector. As part of the Breton cooperative agri-food group, Eureden is leveraging this partnership to strengthen its position in one of Europe's key markets. For Shropshire-based GFF—owned by the Griffiths family, prominent British egg producer, the move marks a significant step into the value-added segment, broadening its capabilities beyond traditional egg production.

The partnership agreement was officially signed on 16 May 2025, cementing a shared commitment to innovation, quality, and growth in the UK egg products market.

Equally owned by Eureden Oeuf and GFF, E&G Sales Co will be headquartered in Shropshire, England, positioning it close to key UK customers. The new business is set to begin operations on 1 October 2025 and will offer a comprehensive range of egg-based products; from liquid eggs to cooked and ready-to-eat items such as omelettes, poached eggs, scrambled eggs, and egg bites.

By combining their strengths, Eureden and Griffiths aim to deliver high-quality, efficient service across all areas: supply chain, product range, R&D, quality, and more, tailored specifically to the needs of the UK market. This collaboration also marks a key step in Eureden's ongoing pursuit to become the European leader in processed egg products, built on its robust supply chain and proven expertise. At the same time, the Griffiths Family is expanding its portfolio beyond egg production to become one of the largest egg processors in the UK.

Rodolphe Millet, Director of Eureden's Egg Division: *"The creation of this joint venture with Griffiths is an opportunity for us to mutually strengthen our position in the UK market for processed egg products. Two years after the acquisition of the German company Ovofit, this partnership illustrates the desire of our cooperative agri-food group to pursue the international development strategy of its egg division, at the service of customers, farmers and regions."*

Elwyn Griffiths, Managing Director of Griffiths Family Foods: *"We are delighted to be working with Eureden, a company that shares our agricultural roots and values. Our businesses are closely aligned, ranging from in-depth knowledge of the sector to a strong commitment to quality and sustainability. Eureden's influence in Europe, combined with our strength in the UK market, puts us in an ideal position to grow together and better serve our customers."*

About Eureden

The Eureden cooperative agri-food group brings together 17,000 farmer-operators and 8,000 employees around a common ambition: good food for all, with a constant concern to meet the expectations of consumers and society.

The Eureden egg division is one of the 6 divisions of the Eureden group. It employs 600 people and 230 farmers, and sells 1.6 billion eggs every year. It has a turnover of over 300 million euros and exports 15% of its sales to over 40 countries.

Eureden Oeuf is firmly committed to the development of alternative egg production (free range, barn, barn "animal welfare", Label Rouge, organic). One of its strengths is that it controls the entire chain, from the chick to the finished egg product. Farmers' eggs are processed into liquid egg products and cooked egg products at 4 sites in France (PEP) and 1 site in Germany (Ovofit).

These products (omelettes, scrambled eggs, egg bites, liquid eggs, pasteurised eggs, etc.) are then marketed to caterers, notably under the Cocotine brand, or as ingredients for food manufacturers.

For more information, visit www.eureden.com

About Griffiths

The Griffiths Family story began over 70 years ago with Aled and Olwen Griffiths, whose passion for farming laid the foundation for what has become one of the UK's leading privately owned egg businesses. Building on this legacy, their sons Gareth and Elwyn have transformed the enterprise into a powerhouse of British agriculture—now packing up to a billion eggs every year across all production systems .

As a fully vertically integrated operation, the Griffiths Family oversees every step of the process—from farm to shelf—ensuring the highest standards of welfare, quality, and sustainability. Their forward-thinking approach led to a major investment in 2019 with the development of a state-of-the-art egg processing facility. In 2024, the business took another bold step forward with the acquisition of Framptons'egg division, expanding into the production of liquid egg and ready-to-eat omelettes.

Now in its third generation, the Griffiths Family business continues to thrive, with the next generation playing a key role in its evolution. Andrew Griffiths now leads the processing facility, bringing fresh energy and vision to the operation. Under his leadership, the company remains rooted in strong family values while embracing innovation to help shape the future of the egg industry.

For more information, visit www.griffithsfarms.co.uk