



## PRESS RELEASE

*Mellac, September 5<sup>th</sup>, 2023*

### **German company Ovofit joins the Eureden Group**

**Ovofit, a German company specialising in the manufacture and marketing of processed egg products, has joined the Eureden Group's egg division. With this latest acquisition, the Breton cooperative food group is pursuing its external growth strategy to develop its egg products business internationally.**

On 4<sup>th</sup> August 2023, Eureden Oeuf, which groups together the egg and egg product activities of the Eureden Group, acquired the German company Ovofit.

Ovofit, located in Bavaria, 1 hour east of Munich, specialises in the manufacture and marketing of processed egg products (omelettes, pasteurised eggs, egg bites, etc.) for the German and international markets. A key supplier to major European customers, Ovofit employs 130 staff members and expects to achieve sales of around €15 million in 2022.

Eureden's acquisition of 100% of the shares in Ovofit is in line with the strategic plan to develop the Eureden Oeuf division into egg products :

- Become the European leader in egg-based products
- Develop PEP in new markets and internationally
- Establish an industrial and commercial presence at the heart of markets
- Strengthen its production capacity

About : [www.eureden.com](http://www.eureden.com)

Press contact : Anne-Lise Gouriou - Email : [anne-lise.gouriou@eureden.com](mailto:anne-lise.gouriou@eureden.com) - Phone : +33 6 76 81 28 72

*"We are delighted to welcome the Ovoid teams. Via this operation, Eureden is confirming its ambition to become, through the activities of Ovoid and PEP, the European leader in processed egg products, based on a supply chain approach and recognised expertise," says Rodolphe Millet, Head of Eureden's egg division.*

*"I am delighted to see the family company founded by my parents in 1971 join a cooperative group with strong values, whose egg product activities are complementary to our own," says Margit Kurz-Rothmaier, current Director of Ovoid.*

#### About the Eureden egg division

The Eureden Egg Division employs 450 people and 230 farmers, selling 1.6 billion eggs a year. The division has a turnover of 231 million euros. 330 million eggs are sold in cartons and 30,000 tonnes in processed products. 15% of sales are exported to over 25 countries.

The Egg Division is committed to developing the production of alternative eggs (free range animal welfare, Label Rouge, organic). By 2022, more than 53% of the eggs produced by Eureden's Egg Division would fall into any of these categories.

Eureden's Egg Division is unique in that it controls the entire supply chain, from the chick to the finished egg product. This organisation makes it possible to offer customers high-quality, differentiated products. It is organised into 3 business units: the "upstream BU" (relations with producers, marketing of eggs), the "graded BU" (marketing of shell eggs) and the "processed BU", which groups together the activities of processed egg products at all PEP sites.

PEP plants process farmers' eggs into liquid egg products and cooked processed products at 4 sites in France: Ploërmel (56), Carvin (62), Lamotte-Beuvron (41) and Pierrefitte-sur-Sauldre (41). These products are then marketed to the catering industry, notably through the Cocotine brand, for export, or as intermediate products for the food industry. The main site is located in Ploërmel in Morbihan.

#### About Ovoid

Ovoid is a German family company founded in 1971. Located in Neumarkt-Sankt Veit, Bavaria, it has a production site employing 130 staff members. Every year, the company sells 3,500 tonnes of egg products, all from alternative sources (free range and free range hens) on the German and international markets. Its turnover is €15 million.

*More info on [ovoid-eiprodukte.de](http://ovoid-eiprodukte.de)*

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