



## Press release

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### Trendsetting: AG rebranding at organic baby food manufacturer Holle baby food

#### With a new organisational structure, the Demeter pioneer remains in the family

Even having been rebranded to become a joint-stock company in December 2018, Holle remains a family-run business – this was a central concern for the two managing partners, Peter Kropf and Udo Fischer. In 1999, they founded the company Holle baby food GmbH, the core of which dates back to the brand Holle, which has existed since 1933. New to the group of shareholders is Anne Mutter, who has chaired the Holle management board since 2013 and will continue to do so as CEO.

In order to meet the challenges of the extremely dynamic organic market and to continue to successfully develop the business, the structure of individual areas of the company has been adjusted and the management board has been expanded:

Peter Kropf moves from operational management and will now act as chairman of the Holle board of directors. The management of Holle baby food AG is split between Anne Mutter (CEO) and Udo Fischer (Business Development division), as well as new arrivals Angelo Ferrara (Market division) and David Knipper (Products division). Angelo Ferrara was previously the company's long-standing sales manager for international and Switzerland; David Knipper has worked as sales manager for Germany and Austria at Holle for five years.

#### *About Holle baby food:*

*For more than 85 years, Holle has stood for organic baby food of the highest quality. As the first Demeter manufacturer for baby food, the company dedicates itself to balanced nutrition for babies and small children with a comprehensive range of products: infant milk formulas, baby porridges and jars, as well as fruit and vegetable purees in squeezable bags (pouches). Weaning oil, teas and snacks round off the comprehensive range. New to the selection from 2019: Holle Kids – delicious organic snacks for children from three years of age.*

*Holle products are sold in over 50 countries worldwide. The company, founded in Switzerland, is the market leader in the specialist German organic segment and, since 2017, has been continually growing its sales network in the food retail trade and drugstore market. Holle retains the company locations in Riehen (Switzerland) and in Grünsfeld (Germany).*

*In 2018, Holle received the distinction 'Sustainable commitment: very high' in the category 'baby food products' from news magazine Focus Money.*