

Manufacturer of High-Quality Food Products - TEASER

Case Number: VBS0835

INTRODUCTION

Danish food manufacturer and supplier offering high-quality products is now available for purchase. The sale includes the company's international subsidiary, which serves as the primary source of raw materials for the company's products.


Established nearly 50 years ago, the company has undergone significant evolution, from collaborating with industry partners to establishing their own distinct trademarked brands, which remain integral to their operations today.


With ongoing investments in production facilities, the company has achieved a substantial competitive edge, boosting faster production rates compared to competitors. The company is the only company in the EU to be producing the product at hand.

Moreover, the company distinguishes itself through its commitment to ethical production practices, minimizing human intervention from the sourcing of raw materials to the endproduct. Furthermore, the company aims to manufacture products without the use of additives.

The company has recently implemented a new ERP system.

 The company HQ is situated in North Zealand, Denmark.

 The company prioritizes securing contracts with large customers, recognizing it as a crucial aspect of business development.

 The company is dedicated to adhering to strict regulations governing the production of food products.

MARKET

The company operates within a global market segment projected for ongoing growth. Various market trends, such as heightened usage and demand, increased sales to new markets and specific shifts in consumer preferences, are fueling this growth.

Presently the company is witnessing growth across both large and small customer segments. The acquisition of major retailers as costumers contributes to the growth among large customers, whereas smaller customers are drawn to the company due to prevailing market trends favoring individual consumer preferences.

The current backlog reflects the growth showed on the right. On top of that, a lot of dialogues are ongoing, expecting growth to be even higher.

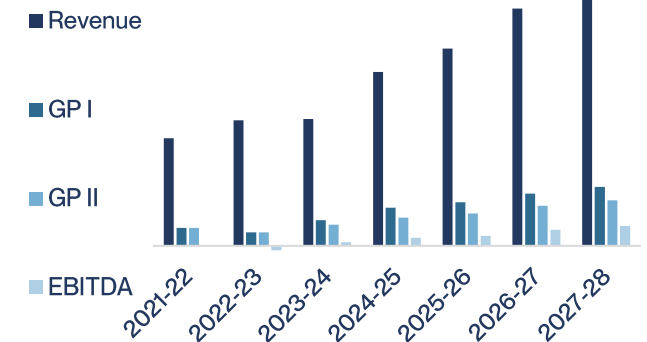
ACQUISITION RATIONALE

The company finds itself in a strong market position due to several key factors:

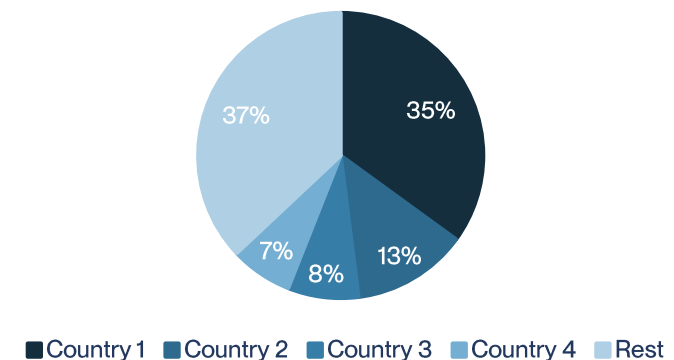
- **Strong Supply Chain:** Leveraging its foreign subsidiary, the company can offer products with short lead and delivery times, ensuring efficient operations.
- **Global Presence:** By securing contracts with numerous large retail chains, the company is present in major foreign markets providing the company with excellent opportunities for growth.
- **New contracts on an ongoing basis:** Within the last year, several large retail chains have signed contracts with the company and more are on the way.
- **State-of-the-art factory:** The company's state-of-the-art factory has obtained several certifications enhancing the company's brand value and positioning it favorably to secure additional contracts.

The acquisition of this company presents several potential synergies for a prospective buyer. These include access to new products and markets, as well as the opportunity to reinforce and optimize the supply chain for greater efficiency and effectiveness.

KEY FIGURES



REVENUE COMPOSITION BY COUNTRY



Disclaimer

The present teaser has been prepared by Virksomhedsbørsen A/S following discussions with the company's owner, information from the company's accounts, and publicly available information.

Further information or sharing of the complete prospectus requires the signing of a non-disclosure agreement (NDA).

For interest in receiving the complete prospectus or for further inquiries regarding the matter, please contact **Frank Kirk** at frank.kirk@m-plus-a.com or **+45 48 80 20 14**.

