



TOFUTOWN

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TOFUTOWN announces purchase of former »Pickenpack« facility in Lüneburg

Europe's leading producer of organic plant based foods and beverages acquires a manufacturing site of industrial dimensions to alleviate capacity constraints resulting from fast growth

The TOFUTOWN Company, Europe's favourite supplier of organic plant based »free from foods« has announced the acquisition – effective August 2 – of the assets of insolvent Pickenpack Holding Germany GmbH.

In a few years, Lüneburg will become TOFUTOWN's most important manufacturing location.

TOFUTOWN, the go-to source for premium organic plant based products is sold in the aisles of some of Europe's largest retailers, such as Aldi and Edeka. TOFUTOWN products are mainly retailed throughout Europe, but are also available in the Middle East, in Australia, Canada and the US. TOFUTOWN's best known brands are »Viana«, »Soyatoo!« and »VeggieLife«. Soyatoo! branded products, especially »Soyatoo! Soy Whip« and »Soyatoo! Rice Whip«, are globally distributed and stocked by some of the biggest organic retailers such as »WholeFoods Market« in the US. The Soyatoo! brand is also famous for innovative plant based cheeses and a large range of plant milks on cashew-, almond-, rice-, lupine- and soy-basis.

TOFUTOWN's main product categories – made organically and entirely from plants – come in liquid form or are at the core of everyone's favourite dishes: burgers, sausages, bolognese sauces, ground meats, kebabs, schnitzels, rolls, healthy snacks etc. and of course traditional tofu products. TOFUTOWN's organic »veggie bolognese« pasta sauce and organic tomato sauce are the No. 1 sellers in their respective product categories in Europe.

TOFUTOWN's facility west of Cologne – purpose built in 2001 – has long been operating at full capacity, even after the acquisition of two additional sites: one in Lüneburg (south of Hamburg) and another in Neukirchen (east of Frankfurt, right in the centre of Germany). In the last few years TOFUTOWN – in spite of double-digit growth rates – would have had the potential to increase sales even more, as the retail trade and consumers are keen on healthy food that tastes delicious and is sustainably produced. To illustrate: The Lüneburg site was acquired in 2009 and since then the number of employees there has trebled from 60 to 180, about 40% of TOFUTOWN's total workforce.

TOFUTOWN is an innovation leader in the food sector, especially for tofu and veggie products: the undiscovered functional superfoods.

Bernd Drosihn (company founder), who calls himself – somewhat tongue in cheek – »Dr. Tofu«, made this statement: *»Our employees and facilities have been working at full capacity for years now because consumers – wanting to eat well – are asking for organic plant-based products as they are healthy and produced sustainably. Buying a site more than double the size of ours right across the street of our North German factory in Lüneburg will allow us not only to keep pace with this demand, but also to strengthen our leading market position in Germany and abroad. We will do that by driving innovation and new product developments much more quickly and we will sure have an even larger impact on this fast growing market place in the future.«*