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WINTERGERST helps Allgäu Fresh Foods find a new majority owner: Kupfer Holding SE

With the entry of Kupfer Holding SE to the partnership, Allgäu Fresh Foods GmbH & Co. KG wins a strong strategic majority partner. In the course of the future alignment Kupfer will acquire a majority stake in the partnership before the end of the year, with the Feneberg family remaining committed to the company, retaining a minority stake. WINTERGERST Societät für Unternehmer-Beratung provided extensive vendor-side support in the course of a structured investor process.

Strategic partner for sustainable growth

With the investment of Kupfer, Allgäu Fresh Foods strengthens its position in the rapidly growing segments of convenience, plant-based alternatives and organic meats. With its broad product range, Kupfer brings additional production skills to the table and, at the same time, strengthens market access via core distribution channels. Synergies will be exploited by bundling central functions, such as sales and distribution, purchases, finance and administration to extend the depth of the value chain, improve efficiency and strengthen marketing.

“With Kupfer we have won a strategic partner that will secure the future trajectory of Allgäu Fresh Foods and simultaneously open up new perspectives for our product range and market position,” says Stephan Leibold, managing director of Allgäu Fresh Foods GmbH & Co. KG.

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“A decisive factor for the success of the transaction was the trusting relationship that developed between the parties at an early stage,” adds the managing partner, Volker Wintergerst, who was in charge of the project at WINTERGERST. “The shared perspective of long-term growth played a major role in the rapid conclusion of the project.”

The successful transaction was accompanied by an experienced team of project consultants at WINTERGERST Societät für Unternehmer-Beratung, consisting of Volker Wintergerst, Christian Scharfenberger, Simon Ulmer and Florian König.

About Allgäu Fresh Foods

Allgäu Fresh Foods GmbH & Co. KG, with its locations in Kempten and Schopfloch, is a producer of regional meats and sausages as well as premium convenience products. The product range extends to ready-to-eat meals, salads, pasta, soups and canned goods.

About Kupfer Holding SE

Kupfer Holding SE is an owner-operated German producer of foodstuffs that is managed by the fourth generation of the family from the company's headquarters in Heilsbronn (Bavaria). The company is one of the largest independent producers of meats and sausages in Germany and also operates in the field of organic meats and vegetable-based alternatives. Kupfer employs approximately 1,400 employees at its locations in Heilsbronn, Nuremberg and Günthersleben-Wechmar and exports its products to over 30 countries.

About WINTERGERST Societät für Unternehmer-Beratung GmbH & Co. KG

WINTERGERST Societät für Unternehmer-Beratung GmbH & Co. KG is a firm of consultants that is specialized in serving middle-market family-owned companies. The consulting focus lies on accompanying corporate transactions, restructuring businesses and strategic realignments. WINTERGERST possesses exemplary industry experience and implementation skills, regularly assigning individuals with many years of management experience in the respective industry to its engagements. Its active membership in the internationally renown Cognos network gives Wintergerst a global footprint. www.wintergerst.com