

## PRESS RELEASE



### **Hochwald sells site in Lüneburg along with brands Elinas and Lünebest Thalfang, 19 November 2025**

The cooperative dairy group Hochwald has announced plans to sell its production site in Lüneburg to the Theo Müller Group, along with the associated brands Elinas and Lünebest. The proposed sale is subject to regulatory approval by the responsible competition and markets authority.

The decision to sell reflects Hochwald's strategy of concentrating more intensively on core product ranges. Against the backdrop of a highly competitive yoghurt market, Hochwald sees only limited development prospects for the Elinas and Lünebest brands within its own structure. The Elinas brand has earned Hochwald a solid yoghurt aisle presence over the past 20 years.

The sale covers the entire site, including production facilities, storage areas and the trademark rights for Elinas and Lünebest. Completion of the deal will follow approval by the responsible competition and markets authority.

"We made this decision after careful consideration and are confident that it's the right one for our group's successful long-term development," says Detlef Latka, CEO at Hochwald Foods GmbH. "The proposed divestment will allow us to focus our resources more effectively and further expand our strengths in core business areas including drinking milk, condensed milk, quark, cheese and ingredients, both within Germany and for export, particularly markets outside the EU. We are also really pleased that the site in Lüneburg and the brands Lünebest and Elinas will be under the ownership of the Theo Müller Group, who plan to keep the production site going," adds Latka.

The sale, which remains subject to regulatory approval, is part of Hochwald's long-term strategy towards streamlining its product portfolio, optimising production processes and strengthening competitiveness in both German and international markets.

#### About Hochwald

The cooperative dairy group Hochwald is based in Thalfang, Rhineland-Palatinate. It covers a wide range of dairy products including drinking milk, condensed milk, quark, cheese and milk powder at its production sites in Germany and the Netherlands. Hochwald brings together well-known brands such as Bärenmarke, Elinas, Lünebest, Tuffi and Hochwald, international brands such as Bonny, and private labels. Around 1,970 employees process 2.3 billion kilograms of milk per year and generate an annual turnover of more than 2 billion euros. [www.hochwald.de](http://www.hochwald.de)

#### About the Theo Müller Group

The Theo Müller Group manages subsidiaries active in the dairy industry, both in continental Europe and the United Kingdom. Its strong, independent brands include Müller, Landliebe, Weihenstephan, Sachsenmilch, Käserei Loose and Biotiful.

Private labels and basic dairy products such as butter, UHT milk, lactose powder and whey protein complete the group's portfolio. Alongside its dairy processing subsidiaries, the group also includes the packaging manufacturer Optipack and Müller Naturfarm, one of Germany's largest fruit processors.

The group's activities also extend to the convenience food sector, encompassing well-known brands in the fish & deli, sauces and dressings segment.

The CULINA Group is a market leader in refrigerated and ambient logistics services for the British food and drink industry. In Germany, the logistics service offering is completed by CULINA Deutschland.

Under the leadership of Andreas Hoh, Dr Bernd Metzner, Michael Singer, David Thieser and Dr Manfred Weiß, the companies within the group employ around 33,800 people and generate an annual turnover of 9.5 billion euros (2024 financial year).

[www.muellergroup.com](http://www.muellergroup.com)

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