



Hochwald acquires the Tuffi brand

- **Federal Cartel Office gives the green light for the acquisition**
- **Dairy company compliments its regional brand concept with the North Rhine-Westphalian regional brand**
- **Hochwald also acquires a production licence for Landliebe rice pudding products**

Thalfang, Germany, 28 March 2023: The Federal Cartel Office approved in principle the acquisition of Tuffi by dairy company Hochwald Foods GmbH. The company, with roughly 3,000 dairy producers, will acquire the brand from the Theo Müller group and thereby expand its regional brand concept.

Furthermore, as part of the acquisition, Hochwald will acquire a license to produce and distribute rice pudding under the Landliebe brand, expanding its dessert portfolio. With the Tuffi brand, Hochwald's dairy sales territory now includes North Rhine-Westphalia, in addition to Rhineland-Palatinate and Saarland, which are covered with its eponymous brand, Hochwald. The milk that will be processed at the Hochwald locations comes from members of the cooperative. In North Rhine-Westphalia, a total of 700 of the company's member suppliers operate their farms in regions such as the Lower Rhine, Rhineland, Bergisches Land, the Eifel and the Sauerland.

"For us as a cooperative company, the acquisition of the regional brand Tuffi is a good opportunity for us to optimise our sales concept. Our dairy sales territory covers the states of Saarland, Rhineland-Palatinate, North Rhine-Westphalia, and Hessen. With the exception of Hessen, our regional brands cover the same territory. This allows us to ensure that our milk suppliers are close to our consumers," says Detlef Latka, CEO of Hochwald.

The Tuffi brand has a long-standing tradition in North Rhine-Westphalia: Inspired by the Wupper jump, Tuffi was created at the end of the 1950s as a brand name for the dairy products from the Cologne-Wuppertal dairy plants at the time, and it makes a great addition to Hochwald's brand strategy. Thilo Pomykala, CSO at Hochwald: "We will vigorously develop the Tuffi brand in North Rhine-Westphalia and once again make it the home dairy brand from North Rhine-Westphalia, for North Rhine-Westphalia."

About Hochwald Foods GmbH: Hochwald Foods GmbH is based in Thalfang, Rhineland-Palatinate. Its production facilities in Germany and the Netherlands cover the entire spectrum of dairy products. Hochwald owns well-known brands such as Bärenmarke, Lünebest, Glücksklee, Elinas and Hochwald, as well as trademarks and international brands such as Bonny. www.hochwald.de

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