



### **Alpro continues to focus on fast growing plant-based alternatives to dairy**

**Ghent, 13 February 2015** Alpro had another strong quarter of growth, with sales increasing 12%. Also for the full year 2013 Alpro grew 12% - so very robust growth despite the challenging overall economic conditions in Europe. The strong growth is mainly driven by soy-based alternatives to yogurt and Rice, Almond, and Hazelnut beverages.

After the recent spin-off of The WhiteWave Foods Company from Dean Foods, there is an increased focus on the fast growing plant-based alternatives to dairy market. Because of this, the SoFine meat alternatives business, less than 3% of Alpro turnover, and characterized by relatively slower growth and more private label, has become less strategic for Alpro. For this reason Alpro intends to sell SoFine.

Discussions with potential buyers have been started and Alpro hopes to be able to tell its employees and business partners more in the near future.

**Press contact:**

Alpro – Greet Vanderheyden, Sustainability Manager – tel +32 473 80 06 55 - +32 9 260 22 35 –  
greet.vanderheyden@alpro.com

Alpro - Ann De Jaeger, VP Corporate Communications - tel. +32 475 20 13 44 - +32 9 260 21 09 –  
ann.dejaeger@alpro.com