



Alpro transfers its soy based meat alternatives to SoGood Holding

Ghent, 13 March 2015 Alpro focuses even more on the rapidly growing market of plant based alternatives to dairy and recently announced its intention to sell SoFine Foods BV. SoFine is a daughter company of Alpro that is active in the Netherlands and manufactures soy based alternatives to meat. The purchaser is a Dutch company SoGood Holding BV, i.e. cooperating partners that aim to create growth for SoFine by focusing on quality and innovation with their soy based alternatives to meat.

Thanks to the success of our plant based alternatives to yoghurt and the further development of our soy based offer with drinks based on almonds, hazelnuts and rice, Alpro realises growth figures of 12%. Alpro's renewed focus on its own brands and its original core business of plant based alternatives to dairy led to the intention to sell SoFine, manufacturer of alternatives to meat predominantly based on soy.

"We firmly believe that under its new ownership SoFine will receive more attention and the focus that it deserves to fully realise its potential", says Bernard Deryckere, CEO of Alpro.

The new owner as of 31 March 2014 will be SoGood Holding BV, four cooperating partners brought together by Mandaat that are determined to develop SoFine into the most valued innovative supplier of tasty plant based meat alternatives.

In principle, as it concerns the transfer all shares in SoFine, this sale should not have consequences for the employees of SoFine. All employees are and will remain employed by SoFine. Besides, SoFine will be entitled up to early 2015 to manufacture the existing products under the trademarks Alpro and Provamel.

"The key word for SoFine is growth," says Bart Merkus, who will be responsible for SoFine's general management and sales and gained experience with Heineken, Mars and Verkade. "The priority of the new board is to meet the need of the customers and consumers who are looking for tasty, healthy and sustainable food and this with an eye for quality, satisfied consumers and excellent relations with our customers."

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