



GoodLife Foods to acquire Pure Ingredients

July 26, 2024

GoodLife Foods is pleased to announce that it has signed an agreement to acquire Pure Ingredients, a leading manufacturer in the halal frozen food market. The combination will result in a highly complementary group producing and selling innovative frozen snacks and meal components across Europe. Financial terms of the transaction are not disclosed, and completion is subject to legal and regulatory approvals.

Pure Ingredients, headquartered in Nettetal-Kaldenkirchen, Germany, offers a broad portfolio of branded and private label products focused on halal frozen snacks and meal components. The company specializes in the production and distribution of branded and private label products and serves a customer base active in the ethnic supermarkets, retail and foodservice channels, mainly in the Netherlands, Germany and Belgium, next to a growing international presence.

Pure Ingredients employs more than 200 people and operates 3 state-of-the-art production facilities in the Netherlands (2) and Germany (1). The owner of the company, Wout van Eeuwijk, will remain connected to the company.

This strategic move represents an important milestone for GoodLife Foods, as the company will be able to further diversify its product offerings and growth opportunities and continue to provide a high level of innovation and service levels to its customers.

Dirk Van de Walle, CEO of GoodLife Foods: *"The acquisition of this leading company in halal frozen products, together with the recently announced acquisition of Audens Food Group in Spain and Portugal, gives us every opportunity to exploit the full potential in all our markets with great products and great teams to realize our growth plan for the coming years."*

Wout van Eeuwijk, owner of Pure Ingredients: *"I am very pleased that we can combine the strengths of Pure Ingredients with those of GoodLife Foods. In all those years, I have built this company into what it is today, together with the unbridled efforts of my employees, customers and suppliers. This transaction offers great opportunities for the future growth of Pure Ingredients under the wings of GoodLife Foods."*

Jos Bongers, CEO of Pure Ingredients: *"Through this transaction, we will have great opportunities to further roll out our halal products in all markets where GoodLife Foods already has a customer network, and in doing so, we will become part of a larger group so that we can also further professionalize internally in all functional areas. In short, a great opportunity for the company, all employees, customers and suppliers."*

About GoodLife Foods

GoodLife Foods is one of Europe's largest producers of both branded and private label frozen savoury food products. GoodLife Foods is headquartered in Breda, the Netherlands with 6 production sites in the Netherlands (4), Belgium (1) and Denmark (1). Recently, GoodLife Foods announced an agreement to acquire the Audens Foods Group, a leading manufacturer in the Iberian frozen food market with 5 production sites in Spain (4) and Portugal (1). For more information, visit <https://qlfoods.com/en/>.

About Pure Ingredients

Pure Ingredients is a leading manufacturer in the halal frozen food market of both brand and private label snacks and meal components. The company is headquartered in Nettetal-Kaldenkirchen, Germany, with 3 production sites in the Netherlands (2) and Germany (1). For more information, visit <https://www.pureingredients.eu/en/>.