

BELGRANO & CO has advised Gottfried Friedrichs KG (GmbH & Co.) on the acquisition of Stührk Delikatessen

Hamburg – April 15, 2016. Gottfried Friedrichs KG has acquired selected assets as well as the registered trademarks of the Stührk brand from the insolvent Stührk Delikatessen Import GmbH & Co. KG. Nearly all products will further be marketed under the same brand and will complement the existing Friedrichs product portfolio. „Stührk has been present in the German FMCG market over decades and contributes a loyal consumer base. It would have been a shame if the brand would disappear from the shelves,“ says Alexander von Reißwitz, Sales and Marketing Director at Friedrichs. “In the future, we will be offering the familiar Stührk product portfolio of salmon and caviar fish delicacies.“ The production in Marne will closed down by mid 2016, however, the traditional brand Stührk could be secured. The purchase price was not disclosed.

BELGRANO & CO has acted as exclusive M&A advisor to Gottfried Friedrichs KG on the acquisition of Stührk Delikatessen.

About Gottfried Friedrichs KG:

Headquartered in Hamburg and with production facilities in Waren / Müritz, Gottfried Friedrichs is one of the leading European providers of premium fine fish delicacies. With a tradition of more than 100 years, the company is pioneer in sustainable fishing and has significantly strengthened its market position in Germany with this acquisition.

For more information on Gottfried Friedrichs KG please visit www.gottfried-friedrichs.de.

About Stührk Delikatessen:

Stührk Delikatessen was established in 1898 and imports shell fish, crustacean and smoked fish specialties from around the world, is a leading producer of caviar and offers selected vegetarian fish delicacies.

For more information on Stührk please visit www.stuehrk.de.

About BELGRANO & CO:

BELGRANO & CO is an integrated corporate consulting firm based in Hamburg focusing on entrepreneurs and mid sized companies. The key areas are strategy consulting, transaction advisory, financial communications and post-merger integration.

Fore more information on BELGRANO & CO please visit us on www.belgrano-co.com.

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