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## **EANS-News: AGRANA Beteiligungs-AG / AGRANA consolidates its presence in South Africa and starts production of fruit preparations in Johannesburg**

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### **Plant Openings**

Wien (euro adhoc) - AGRANA started operations at its new production facility in Johannesburg at the end of October. This adds a second production site to the presence of this sugar, starch and fruit-processing Group in South Africa which now produces fruit preparations for the dairy, baking and ice cream products sector at a total of three sites on the African continent - namely Cairo, Cape Town and Johannesburg.

AGRANA will start production in Johannesburg with an annual volume of around 4,000 tonnes of fruit preparations and syrups. Initially, these products will primarily supply the local market, albeit with a view to also supplying neighbouring countries in the future.

"The launch of operations at our plant in Johannesburg is a further element of our policy of geographic expansion. We see Africa as a future-oriented market with high growth potential, particularly given the population growth, especially in North and South Africa, as well as the steady increase in the popularity of dairy products", says Johann Marihart, CEO of Agrana Beteiligungs-AG.

### **What are fruit preparations?**

Fruit preparations contain premium quality fruit which is processed either as liquids or pieces in order to be used, in particular, in dairy products or for the ice cream and bakery products sectors. These fruit-based products are individually conceptualised and produced in the course of close research and development cooperations with customers.

### **About AGRANA**

AGRANA is the foremost sugar company in Central and Eastern Europe. It is the leading supplier of specialised products in Europe by a considerable margin, as well as being the largest producer of bioethanol in Austria and Hungary. In the field of fruit, AGRANA is the top global producer of fruit preparations for the dairy industry and one of the leading producers of fruit juice concentrates in Europe. In its 2010|11 business year, AGRANA generated revenues of approximately EUR two billion. AGRANA employs around 8,000 personnel at 53 sites in 26 countries around the world.

This press release is available in German and English at [www.agrana.com](http://www.agrana.com).

### **Further inquiry note:**

AGRANA Beteiligungs-AG

Mag.(FH) Hannes Haider

Investor Relations

Tel.: +43-1-211 37-12905

e-mail: [hannes.haider@agrana.com](mailto:hannes.haider@agrana.com)

Mag.(FH) Christine Göller

Public Relations

Tel.: +43-1-211 37-12084

e-mail: [christine.goeller@agrana.com](mailto:christine.goeller@agrana.com)

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company: AGRANA Beteiligungs-AG

Donau-City-Straße 9

A-1220 Wien

phone: +43-1-21137-0

FAX: +43-1-21137-12045

mail: [info.ab@agrana.com](mailto:info.ab@agrana.com)

WWW: [www.agrana.com](http://www.agrana.com)

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