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EANS-News: AGRANA Beteiligungs-AG / AGRANA expanding in the US: Building a new facility for fruit preparations

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Company Information

Wien (euro adhoc) - The sugar, starch and fruit company AGRANA is expanding its market presence in North America by constructing a fruit preparation plant in the Northeastern Region of the US. The exact location has not yet been fixed. The total investment amounts to around USD 40 million (= EUR 30 million). Accordingly, from mid-2014, AGRANA will produce fruit preparations for the dairy, baking and ice-cream industries at four locations in the United States.

"Building this new plant represents an important strategic step for AGRANA in our efforts to consolidate our market leadership in the US fruit preparation segment over the long term. With the new production capacity of 45,000 tonnes annually, we are creating the conditions to achieve this," says AGRANA CEO Johann Marihart. The US market offers average annual growth of more than six percent - in contrast to the stagnating European market -, particularly in view of the trend toward fruit yoghurts containing a high proportion of fruit preparation. Above all, the new facility will serve as a response to rising customer demand in Canada and the Northeastern Region of the US.

AGRANA currently operates three North American production sites in Botkins|Ohio, Centerville|Tennessee and Fort Worth|Texas and has its Corporate Offices and NPD Center in Brecksville|Ohio.

Fruit preparations at AGRANA

Fruit preparations contain premium quality fruits which are 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 development cooperation with customers. AGRANA manufactures fruit preparations at 26 sites worldwide.

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 the leading producer of fruit juice concentrates in Europe. For the full 2012|13 business year, AGRANA expects Group revenue of more than EUR 3.0 billion. AGRANA employs around 8,000 personnel at 56 sites in 26 countries around the world.

This press release is available in German and English at www.agrana.com.

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