



# Factsheet

The **Berentzen Group** is a broad diversified beverage company operating in the segments *Spirits*, *Non-Alcoholic Beverages* and *Fresh Juice Systems*.

With a history dating back more than 260 years, the Berentzen Group has a presence today in more than 60 countries of the world with well-known brands such as *Berentzen*, *Puschkin*, and *Mio Mio*.

Berentzen delights people from morning to evening.

We awaken the **thirst of life**.

## Market environment

### *Spirits:*

Despite a modest downtrend in per-capita consumption, the German spirits market is stable overall. Nonetheless, certain sub-markets such as liqueurs and premium spirits are experiencing uninterrupted growth. Besides large, internationally active corporations like Diageo, Campari, and Remi Cointreau, competition in the German market is mainly posed by various larger and medium-sized spirits manufacturers and start-ups.

### *Non-Alcoholic Beverages:*

The German market for non-alcoholic beverages has become highly diversified. The two giants Coca Cola and PepsiCo have steadily lost market shares to smaller companies and brands like *Mio Mio* in the past few years. These brands and companies are mainly active in attractive markets with high growth rates such as the market for fashionable soft drinks, benefitting from the trend of declining brand loyalty and the growing willingness of consumers to try new products.

### *Fresh Juice Systems:*

This market is largely driven by the megatrends of "health", "freshness", and "sustainability", which became even more important over the course of the coronavirus pandemic. Fresh juice presses offer brick-and-mortar shops the chance to set themselves apart from their competitors and especially from the fast-growing online vendors. Besides the Berentzen Group company *Citrocasa*, the main players in this market are the two Spanish competitors Zummo and Zumex.

## Executive Board



**Oliver Schwegmann**  
CEO



**Ralf Brühöfner**  
CFO

## Supervisory Board

**Uwe Bergheim**  
Chairman

**Frank Schübel**  
Deputy Chairman

**Dagmar Bottenbruch**

**Bernhard Düing**

**Hendrik H. van der Lof**

**Heike Brandt**

## Share

ISIN	DE0005201602
WKN	520160
Ticker	BEZ
Transparency Level	General Standard
Average annual Price 2021 (XETRA)	EUR 6.22 per Share
Market Cap	EURm 61.0 (01.02.2023)
Last Dividend	EUR 0.22 per Share

## Shareholder Structure

MainFirst	8.50%
Marchmain Invest NV	5.51%
Lazard Frères Gestion	5.07%
Aevum Fondation de Prévoyance	5.01%
Treasury Shares	2.14%

## Financial calender

For the financial calender of the Berentzen-Group please click [here](#).

# Strategy of the Berentzen Group

## *Spirits:*

In the *Spirits* segment, the Berentzen Group will continue to step up its activities in the steadily growing markets for liqueurs and premium spirits. Already today, the corporate group is one of the market leaders in the German liqueurs market with its two brands *Berentzen* and *Puschkin*. Future profitable growth is assured by the continual introduction of new products and innovations. The Berentzen Group is represented in the premium spirits market with its premium brands *Tres Países* (rum), *Norden Dry Gin* (gin), and the cider brand *Goldkehlchen* acquired in 2020.

In addition, the Berentzen Group develops premium private-label concepts as a strategic partner to retailers.

## *Non-Alcoholic Beverages:*

In the *Non-Alcoholic Beverages* segment, the Berentzen Group initiated some years back a transformation from a regional supplier of mineral water products and contract bottler to a national manufacturer of branded products. The Group is mainly focused on the further development of the *Mio Mio* brand, sales of which have grown consistently at double-digit annual rates since the product launch in 2012. To accelerate the future growth of this modern, invigorating soft drink, two new flavours were introduced to the market in 2022. In addition, these products are now also being distributed to hotels and restaurants. The *Mio Mio* product portfolio now comprises ten variants.

## *Fresh Juice Systems:*

Germany and Austria are especially important strategic core markets for *Citrocasa* because these countries present attractive growth opportunities due to low market penetration. Under the direction of its own sales team, the company offers not only fresh juice presses, but also the corresponding fruits and bottles in these countries. In the other international sales territories, *Citrocasa* works with strong local distributors. The innovation leadership position to which the company aspires will lead to faster growth and higher profit margins.

## *M&A:*

Although the Group is mainly focused on organic growth, it is engaged in constant discussion with other companies with an eye to potential M&A deals.

For an acquisition to be attractive to the Berentzen Group, the potential target company must offer a fair price and have a record of proven success.

## *Capex:*

Apart from replacement investment, the Berentzen Group is not currently planning any major investment projects with the exception of installing a photovoltaics system on the roofs of its production facilities in 2022. This investment will enable the Group to reduce its CO<sub>2</sub> footprint and generate its own energy to a certain extent.

## *Sustainability:*

The Berentzen Group has implemented an ambitious sustainability strategy in the action fields of *People*, *Planet*, and *Products*.

People: “0 accidents and improved health“. The chief goal in this action field is to enhance employee satisfaction, improve employee health, and lower the number of occupational accidents by the year 2023.

Planet: “100% resource efficiency“. The chief goal in this action field is to further reduce the company’s CO<sub>2</sub> footprint and enhance resource efficiency by the year 2024.

Product: “100 sustainable products“. The chief goal in this action field is to manufacture one hundred different products as sustainable products while also increasing the percentage of environmentally friendly product packaging by the year 2025.

The Berentzen Group attaches tremendous importance to sustainability. For this reason, the company has been a proud signatory of the **United Nations Global Compact** since 2021.

Outstanding sustainability: The Berentzen-Gruppe was awarded the **Gold Medal** in the Ecovadis Ratings 2022 again. This means that the corporate group is among the best 5% of all companies evaluated by Ecovadis.



## Key Financials

		2021	2020	2019	2018
Consolidated revenue excl. spirits tax	EURm	146.1	154.6	167.4	162.2
Spirits segment	EURm	92.7	93.0	93.3	84.2
Non-acholic Beverages segment	EURm	35.3	45.3	51.4	49.7
Fresh Juice Systems segment	EURm	15.4	15.0	20.0	18.8
Other segments	EURm	2,7	1.4	2.8	9.5
Consolidated EBITDA	EURm	15.4	14.1	18.4	17.3
Consolidated EBITDA margin	%	10.5	9.1	11.0	10.7
Consolidated EBIT	EURm	6.7	5.2	9.8	9.8
Consolidated EBIT margin	%	4.6	3.4	5.9	6.0
Consolidated Profit	EURm	3.7	1.2	4.9	5.2
Operating cash flow	EURm	12.6	9.2	12.0	14.2
Cash flow from investing activities	EURm	- 7.3	- 5.4	- 6.9	-6.5
Free cash flow	EURm	4.3	8.3	9.7	-0.9

## Contact Investor Relations

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