

C▪H▪Reynolds successfully advises DE-VAU-GE on the disposal of their vegetarian delicatessen production to Tofutown and of their baby food production line to Sunval

Within the scope of a strategic reorientation, DE-VAU-GE Gesundkostwerk GmbH has sold its vegetarian delicatessen business in Lüneburg to Tofutown Lüneburger Heide GmbH. An according contract has been signed on October 5, 2009. The sale is to be closed by the end of 2009. The parties have agreed to keep the details of the transaction confidential.

Frankfurt a.M./Lüneburg, 29.10.2009: The team of C▪H▪Reynolds▪Corporate Finance AG led by Philipp v. Hochberg has comprehensively advised DE-VAU-GE Gesundkostwerk GmbH during this transaction. C▪H▪Reynolds▪Corporate Finance AG had beforehand conducted the disposal of the production line for baby food to Sunval.

Tofutown was specifically chosen by C▪H▪Reynolds as a strategic buyer who intends to continue the business on a long-term basis and whose vegetarian delicatessen is part of his core business. By agreement between the parties, none of the employees in the production will lose their jobs through this sale. Besides the production lines, the disposal also involves the appendent buildings and estate.

Based in Wiesbaum, Rhineland-Palatinate, Tofutown is a producer of vegetable organic products who is expanding the product portfolio through the acquisition of the delicatessen business of DE-VAU-GE in Lüneburg. Amongst other things, the product range of vegetarian delicatessen comprises refrigerated foods such as vegetarian schnitzel, nuggets, burgers and sausages, spreads and pastes as well as vegetarian noodle sauces. Tofutown is a long-standing pioneer and innovation leader for purely plant-based organic products such as soy and rice drinks, tofu products and soy creams. Tofutown is known under the brands "Viana", "veggie life" and "soyatoo".

In August, an agreement was signed between DE-VAU-GE and Sunval on the disposal of the production line for baby food. Sunval Nahrungsmittel GmbH produces baby food made from biodynamical or organic resources. Based in Waghäusel, the company produces under the "demeter"-seal and offers a complete product portfolio for children from the age of 5 months. With the acquisition of the production line after October 31, Sunval will be the leading private label producer of bottled baby food in Germany and one of the most important providers in the organic specialised trade.

"We are very proud that we have advised DE-VAU-GE during their strategic reorientation and concentration on their core business with these two transactions. Furthermore, on the one hand this contributes to the consolidation of the baby food market and on the other hand, Tofutown is offered the opportunity for further expansion in a growing and highly interesting market", comments Philipp v. Hochberg, responsible partner at C▪H▪Reynolds▪Corporate Finance AG.

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Further background information

DE-VAU-GE Gesundkostwerk GmbH

DE-VAU-GE Gesundkostwerk GmbH, based in Lüneburg, is a leading European producer of breakfast cereals. The company mainly produces for the food retailing (www.de-vau-ge.de).

Tofutown Lüneburger Heide GmbH

Based in Lüneburg, the company is a subsidiary of Tofutown.com GmbH, a producer of purely vegetable organic products and situated in Wiesbaum, Rhineland-Palatinate. With the brands "Viana", "veggie life" and "soyattoo", the company offers the retail trade a broad product range for vegetarian and vegan food. (www.tofutown.com)

Sunval Nahrungsmittel GmbH

Sunval Nahrungsmittel GmbH has been producing baby food for 50 years. The products consist of biodynamic or organic resources. The company is situated in Waghäusel and produces under the Demeter-seal, offering a complete product range for children from the age of 5 months. (www.sunval.de)

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