

## News release

### **IDAK Holding: Pizza manufacturer Margherita Srl has secured additional production and growth capacities by acquiring Prodal Srl.**

**Zug, 31 March 2021 – North-east Italy’s premium pizza manufacturer Margherita Srl, a subsidiary of Swiss Zug-based IDAK Holding AG, has acquired the pizza company Prodal Srl. With this strategic acquisition, Margherita Srl has secured additional production capacities and growth opportunities – thereby ensuring that the growing demand for its handmade quality pizzas can be successfully met across the world.**

Margherita Srl is a premium pizza manufacturer from Fregona in north-eastern Italy. It produces refrigerated and frozen pizzas as well as pizza snacks, which are mainly distributed and sold in Europe and Italy. The company employs some 250 people and has a turnover of over EUR 40m. IDAK Holding AG became the majority stakeholder of Margherita Srl in January 2020. IDAK’s long-term goal is to establish a conglomerate of specialised companies and manufacturers in the premium food sector.

Premium pizza manufacturer Margherita operates in international markets in order to meet the very high global demand for its products. In order to do so without compromising the exceptional quality standards for which it is renowned, Margherita acquired the smaller pizza factory Prodal Srl in San Donà di Piave (VE) – including its employees and customer base – with retroactive effect from 1 January 2021. By selling his company to Margherita Srl, Prodal founder Tiziano Zanuto has handed over his life's work to new hands. The contractual parties have agreed not to disclose the purchase price.

The strategic acquisition enables Margherita to secure additional capacities and growth opportunities, partly through the acquisition of new property and building assets, but above all by gaining an already highly trained workforce which shares Margherita’s aim to deliver outstanding quality – which explains why Margherita CEO Andrea Ghia is more than satisfied: “Now, in one fell swoop, we have acquired additional capacities in all the important areas that ideally complement our pizza operations and enable us to successfully manage the unbridled high demand together with associated growth.”

IDAK Holding AG has firmly backed its subsidiary in its move to acquire Prodal Srl. Pleased that a suitable solution could be found, IDAK and KADI CEO Christof Lehmann commented: “By acquiring this smaller producer, we are quickly creating growth capacities in the premium segment. This is a very pleasing development, given the ongoing high demand we are witnessing in international markets.”

### **About Margherita Srl**

Margherita Srl is a premium pizza manufacturer from north-eastern Italy (Fregona). Founded in 2001, it produces refrigerated and frozen pizzas as well as pizza snacks, which are mainly distributed and sold in Europe and Italy. Preparation of the pizzas is a pure act of craftsmanship: they are exclusively stretched and topped by hand. Unlike automated manufacturing processes, this artisanal approach helps maintain the dough structure and results in superb quality. The company employs some 250 people and has a turnover of over EUR 40m.

[www.margheritarepomodoro.it](http://www.margheritarepomodoro.it)

### **About Prodal Srl**

Founded by Tiziano Zanuto in 1994, pizza manufacturer Prodal Srl is based in San Donà di Piave (VE) in north-eastern Italy. The company manufactures refrigerated and frozen pizzas as well as pizza snacks, which are distributed and sold worldwide. Prodal employs around 55 people and generated sales approaching EUR 8m in 2019.

<https://www.prodal.eu/>

### **About IDAK Holding AG**

IDAK Holding AG is the parent company of KADI AG in Langenthal (Switzerland), Margherita Srl in Fregona (Italy) and the start-up platform Tyym AG in Zug (Switzerland). IDAK is owned by the Zug-based Invision group of investors, by Nord Holding in Hanover as well as by members of its management team. The holding company pursues the aim of making strategic acquisitions. IDAK's long-term goal is to establish a conglomerate of specialised companies and manufacturers specialised in the field of "premium food delight" with the aim of achieving and exploiting mutual synergies and growth opportunities.

[www.idak.ch](http://www.idak.ch)

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