



Company announcement

IDAK Food Group: Strategic acquisition in the "Pizza & Pizza Snacks" segment

Pizza manufacturer Margherita Srl expands its range with the acquisition of ProPizza to include high-quality pinsa, focaccia and pizza base products

Spreitenbach AG, 6th February 2024 – The **premium pizza manufacturer Margherita Srl, based in Fregona, Veneto, Italy**, which has been owned by the Swiss IDAK Food Group since 2020, **has acquired a majority stake in the premium manufacturer ProPizza Srl in Pescara, Italy. With this strategic acquisition, Margherita is expanding its range to include high-quality pinsa and focaccia products. It now covers the entire product range in the premium frozen pizza segment.**

The premium pizza manufacturer Margherita Srl from Fregona, Veneto, is known worldwide for its handmade, high-quality pizzas. It operates both nationally and internationally and has formed the "Pizza & Pizza Snacks" segment of the IDAK Food Group, which specialises in premium frozen food, since March 2020.

In January 2024, Margherita Srl acquired a majority stake in the premium pizza manufacturer ProPizza near Pescara, Italy. A strategic acquisition that adds high-quality pinsa, focaccia and pizza base products to the existing range and will enable Margherita to cover the entire product range in the premium frozen pizza segment in future. Margherita CEO Andrea Ghia is correspondingly satisfied with the forward-looking step: "This acquisition completes our range of premium pizza products. It enables us to continue to grow in the market."

Utilising attractive growth potential together

Christof Lehmann, CEO of the IDAK Food Group, is also delighted with the new addition: "It is our declared aim to make strategic acquisitions and build a strongly networked growth platform of specialised companies and manufacturers in the premium frozen food sector in Europe. ProPizza, therefore, fits perfectly into our portfolio."

ProPizza will continue to be managed by the current owners, the Della Rocca and Falcone families, who will retain a significant minority stake in the company, in close co-operation with the Margherita management. Andrea Ghia, CEO Margherita Srl: "We will work closely together in the areas of sales, innovation and operations and thus jointly utilise further attractive growth potential."

About Margherita Srl

Margherita Srl is a premium pizza manufacturer from north-east Italy (Fregona) that was founded in 2001 and produces chilled and frozen pizzas and pizza snacks, which are mainly sold in Europe and Italy. The pizzas are made by hand: They are shaped and topped exclusively by hand. In contrast to the automatic process, the dough structure is retained in this way, and a very high level of quality is achieved. Together with the production company Prodal Srl in San Donà di Piave, ITA, and the distribution company Margherita (Schweiz) AG in Spreitenbach, CH, Margherita employs over 400 people and generates sales of around 85 million euros. www.margheritarepomodoro.it

About ProPizza Srl

ProPizza Srl was founded in 2003 by the Della Rocca and Falcone families in Moscufo, near Pescara. ProPizza is a manufacturer of high-quality dough products such as pinsa, foccacia and pizza bases, which are mainly distributed in Europe and Italy. The company employs around 40 people and generated sales of around EUR 9 million in 2023.

<https://www.propizzafood.com>

About IDAK Food Group

The IDAK Food Group includes KADI AG in Langenthal and Margherita Srl in Italy, as well as Romer's Hausbäckerei in Benken SG since August 2023. The Group makes it possible to make strategic acquisitions. The aim of IDAK is to further expand a strongly networked growth platform of specialised companies and manufacturers in the premium frozen food sector, currently consisting of the three segments "Potatoes & Snacks", "Pizza & Pizza Snacks" and "Baked Goods & Snacks". IDAK is owned by the investor group Invision in Zug, Nord Holding in Hanover and the management. In 2023, the Group employed around 1,000 people and generated sales of around CHF 250 million.

www.idak.ch

Media contact:

Z Communication & Consulting GmbH
Daniela Zivadinovic
Kreuzplatz 2
8032 Zurich

Tel: +41 78 670 97 77

e-mail: dz@zkommunikation.ch