

McCain acquires Netherlands-based frozen foods brand Scelta Products

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McCain continues to look for opportunities to grow and invest with acquisitions that align with its business values and global leadership position. Scelta Products marks the latest in a series of investments and acquisitions McCain has made in recent years to expand its appetizer and snacking offerings; some of these include Ad van Geloven, Strong Roots and Forno De Minas. The Scelta Products acquisition is a further sign of McCain's commitment to maintain and strengthen its position in the global prepared appetizer market.

Max Koeune, CEO of McCain Foods, said "With common customers and shared values as family-owned companies, there is a natural complement between McCain Foods and Scelta Products."

Scelta Products has been driving innovation in the frozen vegetable industry for more than 22 years and has been a business partner of McCain's for the past 13 years. Scelta Products' onion rings battered, and breaded mushrooms and other vegetable appetizers fit well within McCain's existing appetizers portfolio and will allow us to serve growing consumer and customer demand for delicious snacking options.

McCain values the skills, experience and motivation of the management and employees of Scelta Products and looks forward to welcoming them to the McCain family.