

Swiss dairy group Emmi to acquire Mademoiselle Desserts

08 July 2024 | News

This move will enhance Emmi's dessert portfolio with French-inspired desserts that are widely available in bakery departments and the catering sector, creating a comprehensive range with high innovation potential



This move will enhance Emmi's dessert portfolio with French-inspired desserts that are widely available in bakery departments and the catering sector, creating a comprehensive range with high innovation potential

The Emmi Group has entered into a put option agreement to acquire the leading French group Mademoiselle Desserts. Mademoiselle Desserts specialises in innovative premium pastries. Through this acquisition, the Emmi Group aims to expand its presence in the premium dessert category as part of its established strategy and targeted internationalisation. This move will enhance Emmi's dessert portfolio with French-inspired desserts that are widely available in bakery departments and the catering sector, creating a comprehensive range with high innovation potential. The Emmi Group intends to play a leading role in the globally growing premium dessert category in the future. In 2023, Mademoiselle Desserts recorded sales of approximately EUR 420 million and employed around 2,000 people. The completion of the transaction is subject to consultation with Mademoiselle Desserts' employee representatives and approval from relevant competition and supervisory authorities.

The Emmi Group has been implementing a rigorous internationalisation strategy for many years, with acquisitions playing a vital role in strengthening its market position and accelerating organic growth. Over the past 30 years, Emmi has completed 45 acquisitions, successfully integrating them into its portfolio. The company focuses on four specific niches, including premium desserts, where it has a high level of expertise and a strong market position, enabling profitable growth.