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GoodLife Foods to acquire Pure Ingredients

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GoodLife Foods announced that it has signed an agreement to acquire Pure Ingredients, a leading manufacturer in the halal frozen food market. The combination will result in a highly complementary group producing and selling innovative frozen snacks and meal components across Europe. Financial terms of the transaction are not disclosed, and completion is subject to legal and regulatory approvals.

Pure Ingredients, headquartered in Nettetal-Kaldenkirchen, Germany, offers a broad portfolio of branded and private-label products focused on halal frozen snacks and meal components. The company specialises in the production and distribution of branded and private label products and serves a customer base active in the ethnic supermarkets, retail and foodservice channels, mainly in the Netherlands, Germany and Belgium, next to a growing international presence.

Pure Ingredients employs more than 200 people and operates 3 state-of-the-art production facilities in the Netherlands (2) and Germany (1). The owner of the company, Wout van Eeuwijk, will remain connected to the company.

This strategic move represents an important milestone for GoodLife Foods, as the company will be able to further diversify its product offerings and growth opportunities and continue to provide a high level of innovation and service levels to its

customers.