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Arnottâ??s Group acquires New Zealandâ??s three food brands

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The Arnottâ??s Group announced it acquired three well-known New Zealand brandsâ??Mother Earth, Flemings, and VPâ??from food manufacturer Prolife Foods Limited.

The newly acquired brands are well-known in New Zealand's nutritional snack market, providing various products such as muesli bars, baked slices, nuts, and snack mixes. According to a news release, Mother Earth has been expanding its presence in Australia, which aligns with Arnott's strategy to diversify its product offerings.

This acquisition supports the companyâ??s broader strategy to enhance its branded better-for-business, unlock advanced manufacturing capabilities, and enter new product categories.

George Zoghbi, CEO of The Arnottâ??s Group, emphasised the significance of manufacturing expertise in scaling the new brands. â??These brands will provide us with new platforms for innovation and growth, allowing us to leverage our nearly 160 years of manufacturing and logistics expertise to expand their ranges and distribution,â? Zoghbi said.

He also highlighted the companyâ??s commitment to advancing its snacking portfolio beyond its traditional biscuit line.