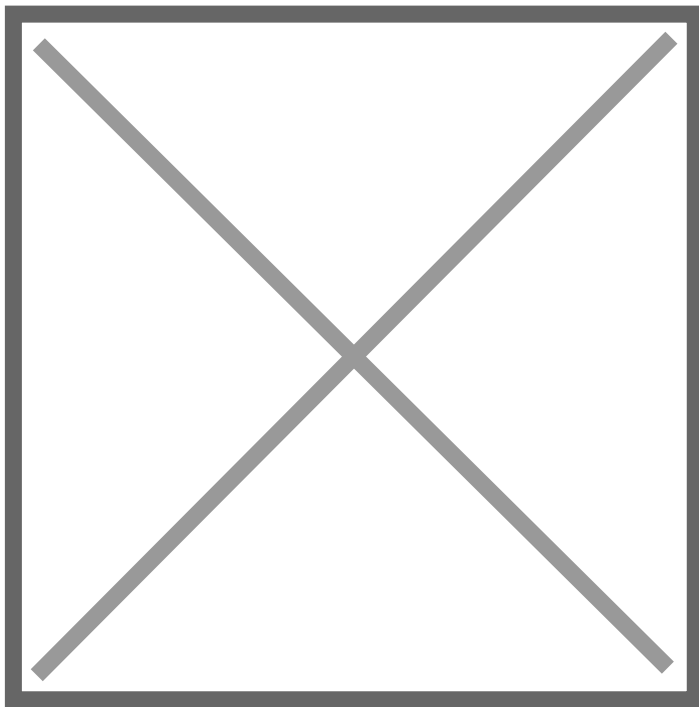


Unilever to sell The Vegetarian Butcher to Vivera

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Unilever has announced that it has received a binding offer from Vivera to acquire The Vegetarian Butcher. The brand was bought by Unilever in 2018 by founder Jaap Korteweg and has since then delivered strong double-digit growth on average, expanding to a presence in more than 55 markets worldwide - both in retail and in food service.

As stated at the 2024 Investor Event, Unilever is looking to sharpen its portfolio for long-term growth and scalability, focusing on fewer, bigger brands. The chilled and frozen products of The Vegetarian Butcher require a distinct supply chain and sourcing model making them less scalable within the broader Unilever Foods portfolio. Additionally, the unique set of technological and R&D capabilities that drive the remarkable innovations of The Vegetarian Butcher, differs significantly from the requirements of the wider Unilever portfolio. This divergence makes a sale of the brand the best option for both Unilever and The Vegetarian Butcher.

Heiko Schipper, President of Unilever Foods: “Since the acquisition, The Vegetarian Butcher has delivered significant growth and launched many extraordinary products. The creative, impactful communication campaigns have fostered genuine love for the brand among consumers. These efforts have not only driven the success of the brand but also reinforced Unilever’s commitment to plant-based foods and breakthrough innovation.