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Unilever sells Graze to Katjes International

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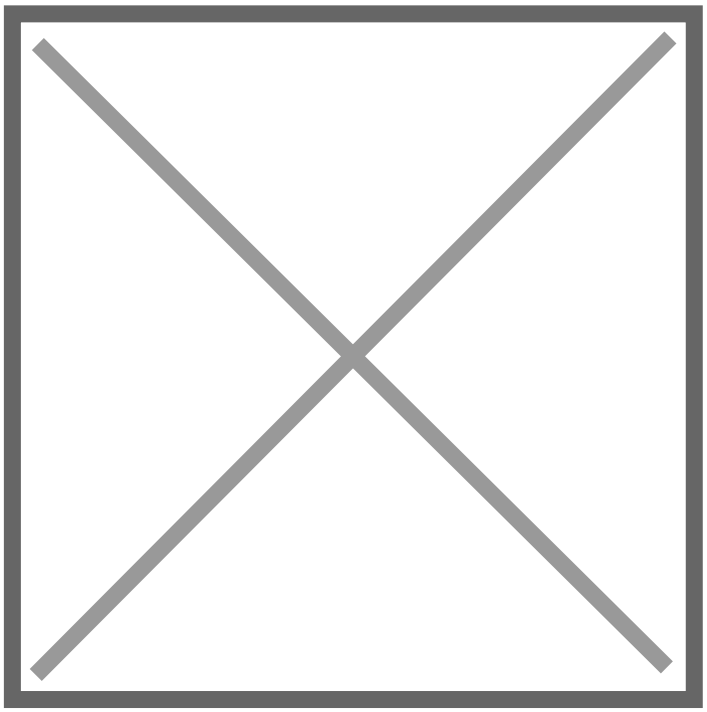

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Unilever has announced that it has signed anâ?¨agreement to sell the Graze business to Katjes International. Graze will sit in theâ?¨Candy Kittens group in the UK.

Unilever bought Graze, a healthier snacking brand, in 2019. Following its acquisition by Unilever, Graze has evolved from a primarily Direct-to-Consumer brand to one with a strong presence in UK retail stores and an updated and contemporary visual identity designed to attract shoppers. Under Unileverâ??s ownership, Graze has transformed its profitability and has continued to deliver growth in the retail channel.

As previously shared, Unileverâ??s ambition in Foods is to deliver consistent, top-tier performance in its peer set, and it will do that by rigorously focusing on three attractive global categories: Condiments, Cooking Aids & Mini Meals, and Unilever Food Solutions. This is where Unilever has proven capabilities to win, anchored in its large, global power brands, and is sharpening its portfolio for long-term growth and scalability in these areas. This includes pruning the portfolio where relevant.

Graze is an innovative, healthier snacking brand with a dedicated standalone manufacturing facility and has a distinct proposition from Unileverâ??s other food brands. Graze has good potential for future growth and development, which will be

better realised under new ownership by Katjes International and the Candy Kittens Group, given their category expertise and complementary product portfolio.

Georgina Bradford, UKI Foods General Manager: â??Graze has transformed into a retail-focused brand which continues to redefine healthy snacking with innovations that stay a step ahead on nutrition, never compromise on taste, and remain true to its distinctive and much-loved style. The brand is now well positioned for its next phase of growth, which we are confident will be best unlocked under its new ownership with a dedicated focus on its healthier snacking mission."