

KTG Foods SE presents its pooled brand strategy and its 'From Field to Plate' strategy to an international trade audience at Sial in Paris for the first time

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- Shared exhibition booth showcases Bio-Zentrale, Frenzel Tiefkühlkost and Die Landwirte
- More than 400 conventionally and organically farmed products from frozen vegetables to soy-bean oil
- "Made in Germany" a highly respected label also in the food sector

Hamburg, 17 October 2014 - In summer 2014 [KTG Agrar SE](#) pooled its food processing activities and its brands under the umbrella of KTG Foods SE. The new group will present itself to the international food industry for the first time at the Sial trade show in Paris. This important industry event is expected to draw more than 6,000 exhibitors and some 150,000 visitors from all over the world to the French capital between 19 and 23 October of this year.

"Combining crop farming, processing and marketing under the same roof, we are poised to leverage the power of our brands. Our "From Field to Plate" strategy is unique in our industry," says Reinhard Meißner, CEO of KTG Foods SE. "Now we want to communicate the benefits of our approach even more effectively to international food retailers."

The activities of Frenzel Tiefkühlkost, Bio-Zentrale Naturprodukte, Ölmühle Naturöl Anklam, the "Die Landwirte" brand and the fresh produce facility in Linthe have all been pooled in KTG Foods. This way the Group can offer retail partners a vast range of products bearing the label "Made in Germany" - from fresh potatoes to delicious readymeals and muesli cereals to GMO-free soybean oil. Says Reinhard Meißner: "No matter whether it's grown conventionally or organically, our brands offer produce from a single source with a unique origin and producer concept."

The Group's exhibit at Sial presents a selection of its more than 400 conventionally and organically grown products from the areas of raw produce, frozen food and convenience foods with fully transparent disclosure of ingredients. A particular focus is placed on innovative products such as toastable pancakes and steamable vegetable trays for the microwave.

Following the Group's strong growth in Germany - where trade journal Lebensmittelzeitung has named Frenzel Tiefkühlkost a "TOP 2014 Brand" on account of its increased market share - the next goal is to push ahead international growth as well.

About KTG Foods SE

KTG Food SE is a single-source supplier of natural foods from the field to the plate. The company based in Linthe, Germany, is a wholly owned subsidiary of [KTG Agrar SE](#), a publicly listed company. The KTG Group farms more than 40,000 hectares of land, operates its own processing plants for fresh produce, frozen food, cereals and edible oils, and markets its products under a number of powerful brands. This value chain underpins the company's unique guarantee of origin. Regionally harvested and produced with great care, the Group's unadulterated conventional and organic products are marketed under the Bio-Zentrale, Frenzel Tiefkühlkost and Die Landwirte brands.

In the financial year 2013 the KTG Group generated a total output of EUR 205 million and employed 775 people. Visit www.ktg.ag for more information.

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