



Beverage wholesaling collaboration fulfils customer need for comprehensive solutions

Transgourmet Deutschland and the Oetker Group Bundle Competencies

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Transgourmet Deutschland, market leader in the food services sector, and the Oetker Group, one of the leading manufacturers of brand-name products, are bundling their competencies and entering into a joint venture in the catering market (HoReCa). The specific aim is to jointly develop and systematically expand the catering and beverage wholesaling platform Team Beverage. The joint company, F&B – Food & Beverage Services GmbH, offers new and comprehensive solutions for the food and beverage market in times of increasing digitalization, a blurring competitive environment and changing demand pattern.

Breweries, drinks manufacturers, food players, logistics companies, service providers and systems suppliers in the field of catering are currently facing complex challenges. The demands placed on individual catering are growing with the advancing professionalization of the market, while shifts are simultaneously occurring from individual to organized catering. This means that the expectations placed on suppliers are also changing: restaurateurs are increasingly wanting solution packages that allow them greater freedom to concentrate on their core business.

Integrated 360-Degree Solutions

Team Beverage – the distribution, purchasing, marketing and service platform for beverage wholesalers, beverage retailers and restaurateurs – delivers a successful answer to these needs. Companies in these sectors all benefit from the platform's know-how in the areas of data management, category management and promotion, marketing and e-commerce, supply chain management and logistics, financial services together with own brand and exclusive brand products. Transgourmet Deutschland GmbH & Co. OHG, Riedstadt, and Dr. August Oetker KG, Bielefeld, have set themselves the target of further expanding this platform with the aim of boosting customer value. The joint venture established by the two companies, F&B – Food & Beverage Services GmbH, will pool the competencies of both partners in terms of delivering 360-degree solutions for the food and beverage market. The objective is to continuously expand the services for companies in the catering market and provide customers with a forward-looking distribution medium for their business models.

Better Performance, Less Effort

“Transgourmet and Team Beverage entered the beverage market one year ago in order to fulfil customers’ wishes for better performance and shorter communication channels”, explains Frank Seipelt, Chief Executive Officer of Transgourmet Deutschland. “In order to successfully meet the challenge facing the overall beverage and HoReCa market, a further qualitative and quantitative expansion of the platform is necessary. The alliance with the Oetker Group should irreversibly establish Team Beverage – in combination with our food business – as *the* platform on the German catering market.” The Bielefeld based company agrees: “In our markets the rules of play are currently changing at breakneck speed”, confirms Dr. Niels Lorenz, member of the group management of Dr. August Oetker KG and spokesman of the Executive Board of Radeberger Group. “Today, we not only need to offer beverages, an individual service or services limited to an individual segment – we have to deliver smart solutions to problems that cover practically all areas. The better we are able to bundle services and products from various players into one offering, the greater is the value to customers. We are therefore pleased to have found a partner in Transgourmet, with which we are going to proactively and flexibly develop the existing platform with a forward-looking approach. Together we will be able to offer the different market players a comprehensive solution which will allow them to structure their business models to meet future demands even better”, continues Lorenz.

The joint venture between Transgourmet Deutschland and the Oetker Group is currently still subject to approval by the competition authorities.

About Transgourmet Deutschland

Transgourmet Deutschland is part of Transgourmet Central & Eastern Europe. As the leading multi-channel provider, Transgourmet Central & Eastern Europe is the collection and delivery wholesaler for customers in the sectors of catering, the hotel trade, company catering, social institutions and retail, together with other industries. Under this umbrella brand “Transgourmet” specializes in delivery, “SELGROS” specializes in collection and “Transgourmet Cash & Carry” is a specialist offering a regional collection format with delivery.

About the Oetker Group

The Oetker Group is among the largest family-owned companies in Germany. Its broad diversification into five fields of business, with over 300 companies in total, characterizes the internationally active company that has now been in existence for more than 125 years.

With its business divisions Food (Dr. Oetker, Martin Braun Group and Conditorei Coppenrath & Wiese), Beer and Non-Alcoholic Beverages (Radeberger Group with brands such as Radeberger, Jever and Original Selters), Sparkling Wine, Wine and Spirits (Henkell & Co. Group with brands such as Henkell Trocken, Fürst von Metternich, Deinhard and spirit brand Wodka Gorbatschow), Banking (Bankhaus Lampe) together with Other Interests (Chemische Fabrik Budenheim, luxury hotels, data and information processing, procurement and logistics services), the group not only has a broad-based portfolio of products and services, but also seeks to actively shape and develop its markets.

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