

Health food from BHI and Uelzena from a single source

The successful company from Franconia and the northern German dairy group strengthen their nutritional supplement business by forming a partnership in this fast-growing market. A joint investment programme to expand production capacities is in the pipeline.

Uelzen, 15.05.2020

The northern German dairy Uelzena eG will hold a 50 % stake in Biohealth International GmbH, Münchberg (BHI) and will integrate its nutrineo health food solutions (nutrineo) business division into the joint company. The contract was signed on 13 May 2020. The parties agreed not to disclose the purchase price. With this move, partners Stefan Gebhardt, MIDAS Private Equity, and Uelzena eG wish to jointly serve the market for nutritional supplements, sports nutrition and dietary foods.

Excellent market position for professional health food solutions

BHI and nutrineo have a joint turnover of about EUR 45 million and employ more than 200 staff at three sites in Germany and Austria. The new company offers a broad range of product solutions: from powdered blends in various small package sizes to capsules, tablets, ampoules and bars to liquid supplements and ready-to-drink beverages – all standard product categories are available to customers. As a contract manufacturer for brand products and retail, the joint company is characterised by its speed and professionalism.

New company combines a broad product portfolio and tremendous capacity for innovation

Mr Uwe Radke, Managing Director of Uelzena eG, is appointed along with Mr Stefan Gebhardt to the executive management of BHI. The partners want to develop the company into one of the leading providers in the health food market and plan to further expand production capacity at the site in Münchberg.

“With the joint venture, BHI and nutrineo share the clear common objective of further developing their position as one of the leading providers in the private label health market,” says Jörn Dwehus, Managing Director of Uelzena eG. “The strengths in production expertise and quality of Uelzena/nutrineo perfectly complement the flexibility and the broad product portfolio of BHI. We look forward to offering our customers an expanded range of services.”

“In the past few years, we have scrutinised several options as part of our growth strategy”, says Dietmar Grillhofer from MIDAS Private Equity. “Investors focused purely on capital were not our preferred choice in view of our strategic development – with Uelzena we now have the perfect partner. Uelzena's strong local connections and expertise in producing the highest quality food will secure the further expansion of the BHI company group in the coming years in a rapidly growing health market.”

The completion of the transaction is pending the agreement of the German cartel authority.

ABOUT THE UELZENA GROUP

Uelzena eG with its headquarters in Uelzen, Lower Saxony, and its four subsidiaries in Germany, is one of the leading providers and innovative problem solvers in the food processing and milk refining business.

nutrimeo-health food solutions develops and produces innovative health food products for the private label market in the fields of sports nutrition, weight management and nutritional supplements for well-known brand names and retail. The focus of the business is on the European and Asian markets.

BHI -BIOHEALTH INTERNATIONAL GMBH

BIOHEALTH International GmbH is an international company offering contract manufacture. On behalf of its customers, it develops and produces nutritional supplements, dietary foods as capsules, powdered blends and functional food products. BHI has its headquarters in Münchberg and was founded as a product developer and manufacturer in October 2003 by Rudolf Gebhardt.

Following the introduction of the strategic partner MIDAS Private Equity, and Mr Stefan Gebhardt, son of the company founder, taking over the management of the company in July 2007, BHI has become a successful international business with more than 200 permanent employees in Münchberg and Grödig, near Salzburg.

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Image publication with citation of the source "Uelzena eG"
<https://bit.ly/35Q1BA7>