



Press release

Hochland Deutschland GmbH and Saputo Dairy UK agree on cooperation

Heimenkirch. Saputo Dairy UK and Hochland Deutschland GmbH agreed on a long term exclusive partnership in the management of the cheddar brand **Cathedral City** in Germany and Austria. Hochland will take over responsibility for the **Cathedral City** brand in the German and Austrian markets, will take charge of expanding the distribution nationally in both countries and will develop the brand further.

In Great Britain, its country of origin, **Cathedral City** represents the English original and is by far the biggest cheddar brand both in value and in volume. In Germany and Austria the brand has already gained a foothold, and its typical profile is popular among cheese connoisseurs. In **Hochland Deutschland GmbH**, the British company has a strong partner for the establishment of the brand at its side who has many years of experience and extensive know-how in production, marketing, customer development and distribution in the Yellow line.

Both companies now combine their strengths and will jointly address the existing potential in the cheddar segment in Germany and Austria.

About Saputo Dairy UK

Saputo Dairy UK is a producer of leading British food brands and value-added ingredients. It produces and sells some of the best-loved food brands in the UK, including *Cathedral City*, *Clover*, *Country Life* and *Frylight*, as well as specialised ingredients for use in infant formula. It is part of Saputo Inc., one of the top ten dairy processors in the world.

About Cathedral City

Valued at approx. €350 million* in retail sales and found in more than half of all household fridges in the UK, *Cathedral City* is Britain's favourite cheese. This award-winning cheddar is made from 100% British milk and is counted among some of the best-loved food brands in the UK.

*IRI all outlets+Ocado+Kantar Discounters 52 w/e 12th June 2021



About Hochland

With a sales volume of roughly 394.000 t of cheese and € 1.6 bn turnover, Hochland belongs to the biggest privately owned cheese producers in Europe. Founded in 1927, it now employs 5,500 people, 2,100 of them in Germany. Hochland cheese is not only to be found in supermarkets, the cheese manufacturer also supplies the food industry and gastronomy with individually developed products in all desired product formats.

In addition to two sites in Germany, the **Hochland SE Group** has eleven cheese production plants located in France, Spain, Poland, Romania, Russia and the USA.

Hochland Deutschland GmbH is responsible within the group for the German brand business. Hochland is represented in all major cheese segments with the well-known cheese brands Hochland, Almette, Grünländer, Patros, Valbrie and Gervais. The portfolio includes processed cheese, cream cheese, hard and semi-hard cheese, soft cheese, feta cheese, cottage cheese and quark with herbs.

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