



## FREQUENTLY ASKED QUESTIONS

### **Who is Zentis?**

Zentis is one of the leading fruit processing companies in Europe. It specialises in the refinement of fruits and other natural raw materials. The Zentis brand is well known to consumers as a manufacturer of fruit jams and fine marzipan specialities. However, the Aachen-based company is also a dependable and innovative partner for the international dairy industry, and it also supplies the confectionery and bakery industries. Zentis is structured in four divisions: fruit preparations for dairy products, fruit preparations and pastes for baking and confectionery products, fruit spreads and sweet spreads, and confectionery.

### **When was the company established?**

In 1893, Franz Zentis set up a business for colonial goods in Aachen. In 1900, he developed the idea for the first Zentis jams made from dried apricots and sugar. Since these early beginnings, Zentis has been experiencing an almost continuous trajectory of growth. In 1954, the product range was expanded by a range of high-quality confectionery, and fruit preparations for the dairy industry were added in 1960. A new confectionery manufacturing facility was built in the Eilendorf district of Aachen to celebrate the company's centenary, and substantial investments were made at the main plant in Aachen during 2003/4. The company continues to be family-owned.

### **How high are sales and how are they distributed between the divisions?**

Sales amounted to some 611 million euros in 2009. 65 percent were attributable to fruit preparations, 23 percent to spreads, nine percent to confectionery and three percent to bakery fillings. The annual processing capacity of Zentis amounts to 450,000 tons, of which 300,000 tons relates to fruit preparations, 100,000 tons to sweet spreads, while 25,000 tons each are bakery fillings and confectionery. Today, we are a major player in global markets. The proportion of exports was 34 percent in 2009.

### **How many employees and sites are there?**

Approximately 1,300 people work at the head office in Aachen. There are also branch offices in Poland, Hungary, Russia and the USA, and a representative office in China. A total of 580 employees work for Zentis abroad.



### **What role does industrial business play?**

This is our biggest and most important division. Zentis develops and produces premium fruit, vegetable and cereal preparations for the food processing industry. Our products can be found in many areas, including yoghurt and quark pots. They also form part of desserts and premium baking products. Our mission is to be a business-to-business specialist delivering successful and tailor-made product solutions. We are also committed to generating new ideas at national and international level. Our production facilities feature advanced technology and robust quality control extending far beyond standard procedures.

### **What role does Zentis play in the market for jams?**

In the market for jams, Zentis is the strongest brand after the market leader. Overall, the brand currently has volume growth of 4.7 percent and growth in value of three percent. The two categories of Zentis jam with the strongest sales are Zentis breakfast jams and the Belfrutta Gourmet range. This area is achieving particularly gratifying results because Zentis Belfrutta Gourmet is able to succeed as a genuine premium product within an environment that is defined by sustained positive development of branded products. This brand is set to continue on an upward growth trajectory. One of our original products is the legendary Original Aachen Pflümli Plum Purée.

### **What trends can be identified in this business?**

The trend towards health-conscious nutrition is gaining ground in all product groups. The development in the segment for sweet spreads is currently dominated by high-quality products in convenient sizes. These are primarily fruit spreads – with a high fruit content and significantly lower sugar content than specified in classic jams.

### **What do you produce in the confectionery division?**

Zentis has established a position as one of the leading manufacturers of marzipan. We produce a wide range of pastes for industry, as well as high-grade marzipan and marzipan products for consumers (including the brands Belmanda and Belnuga). There is particularly strong demand for marzipan as a seasonal product during the Christmas period and at Eastertide. Knuspli Chocolate Flakes are also part of our range of confectionery.



### **What is the unique selling point of Zentis?**

Creative innovation is traditionally very strong at Zentis. We develop a product from the idea to market maturity, and in industrial business we focus specifically on delivering customer-centred solutions for premium product quality with particular potential for innovation. The innovations created at Zentis include fruit preparations with muesli, fruit preparations tasting of chocolate, vanilla and mocca for ultra-high temperature products (UHT), fruit preparations for split pots, the use of vitamins and minerals in fruit preparations, diet fruit preparations, or fruit preparations with stable and sterile chocolates and cereals.

### **What innovations can we look forward to this year?**

The new product concept “Zentis Balance” will be in the shops from April 2011. This has 50 percent fewer calories and boasts a full fruit flavour to meet the demands of consumers for light and balanced nutrition.

“Zentis 75% Fruit” spread appeals to sophisticated consumers who are passionate about complete enjoyment. At the same time, this product also has approximately 30 percent less sugar than conventional jams. We are always committed to using the minimum quantity of sugar, however statutory regulations specify a minimum amount of sugar for jams (56g per 100g).

There is also a trend towards seasonally supplied products which enable seasonal changes to be enjoyed through culinary experiences. Zentis has taken up this trend with seasonal variations in taste. From October to December 2011, we will be marketing “Apple Cinnamon with gourmet baked apple taste” and “Aachen Pflümli Plum Purée with Cinnamon” in the unmistakable Zentis ball jar.

In 2011, the products “Belmanda Alpine Milk” and “SpongeBob whole-milk chocolate balls” will be launched in the confectionery segment. “Zentis Alpine Milk Marzipan Loaves” will be launched to coincide with Christmas.

### **How does Zentis ensure quality?**

Fruit is a highly sensitive product which has to be processed with a great deal of care and under very strict hygienic conditions. This starts with detailed incoming inspection and guaranteed traceability for all goods. Our manufacturing procedures are highly developed and particularly conserving. Strict quality checks accompanying all processes guarantee uniform quality and freshness extending well beyond the standard. Zentis is certified in accordance with the IFS (International Featured Standard Food).



### **What action does Zentis undertake in relation to environmental protection?**

Our main product comes from nature. Our primary obligation is to adopt a conserving and sustainable approach to the natural environment. Our innovative strength plays an important role here. Efficient production techniques and procedures lessen the impact on the environment. We are continually striving to improve our solutions for conserving resources, such as reducing waste or restricting the consumption of water and power.

### **How is Zentis aiming to move the business forward?**

We are aiming to strengthen the brand further, enhance customer loyalty to the brand, and attract new customers to the brand with our high-quality, premium products. Zentis is launching a new brand profile this year with the aim of achieving this objective. Our new campaign is called "Open Zentis. Feel good". It focuses on the premium quality of our products and communicates the genuine value added encapsulated in the brand: The "Open Zentis. Feel good factor". The moment of exquisite happiness experienced when you open each pot or jar from Zentis.

Zentis is also a strong brand for our industrial customers. As an innovative partner, we will be continuously expanding the development of fillings and preparations for the bakery and confectionery industry.

Another issue relates to the increasing globalisation of business. Our company is already one of the leading fruit processing companies in Europe. We are intending to expand this role – beyond the borders of Europe.

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