

# QUESTIONS & ANSWERS

## **Who is Zentis?**

For over 125 years, Zentis has stood for first-class products and concepts relating to fruit and other natural raw materials. Innovative strength and uncompromising quality make the company so successful. Zentis combines the craftsmanship of a traditional family business with the high standards of always making the best of fruit. This has made us one of the leading European fruit processors. The Aachen-based company leads the way as a high-performance and innovative partner of the international dairy industry as well as the confectionery and bakery industry. The Zentis areas of competence are: Fruit preparations for the dairy industry and for the bakery and confectionery industry, sweet spreads (quality jams, jellies and sweet creams for trade and bulk consumers) and confectionery (marzipan, chocolate and cerealspecialities for trade and industry).

## **When was the company founded?**

The story of Zentis began over 125 years ago on 20 June 1893 with the founding of a colonial goods trading company by Franz Zentis in Aachen's Adalbertsteinweg. In addition to specialities, numerous food items for daily needs were also offered. In order to be able to offer his customers the best quality, Franz Zentis soon began the production of his own jams and set up a coffee roasting plant. In particular his high-quality jam was very popular not only among private individuals, but above all among bakers in the region as a fruity ingredient in flat cakes. The first step from retailer to jam producer had been taken. From 1915 the company then shifted completely to the production of jams and baking fillings. The first product "FAMOS: Finest Apricot Jam Without Syrup" is still a classic in the Zentis range today. Since these early beginnings, Zentis has grown steadily as a company. In 1954, the product range was expanded to include fine confectionery products. Fruit preparations for the dairy industry have been introduced since the early 1960s. On the occasion of the 100<sup>th</sup> anniversary, confectionery production was completely modernized in Aachen Eilendorf; 2003/4 saw substantial investments in the main Aachen plant. The company is still as ever in family ownership.

## **How large is the turnover, how is it distributed?**

Sales revenues in 2019 amounted to around Euro 670 million. 62 percent is attributable to the dairy industry, 17.6 percent to sweet spreads, 5.6 percent to confectionery and 13.2 percent to non-dairy products. These days we are at home in the world markets. Exports accounted for 61 percent of sales in 2019.

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

Zentis employs more than 2,100 people worldwide. More than 1,100 people work at the headquarters in Aachen, where the administration, two production facilities and Zentis Logistik GmbH are located. In addition, there is a branch in Russia, one production facility each in Poland and Hungary and two production facilities in the USA.

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

This is our largest and most important business segment. Zentis develops and produces high-quality fruit, vegetable and cereal preparations for the food processing industry. Our preparations refine numerous yoghurt and curd products, as well as exquisite desserts, fine baked goods and numerous chocolates and praline specialities. We see ourselves as a business-to-business specialist for successful and tailor-made product solutions and are a creator of ideas on a national and international level. Our production is characterized by state-of-the-art technology and strict quality controls which far exceed the industry standard.

### **What role does the end customer business play?**

Among consumers, Zentis is known as a quality brand for premium jams and fine marzipan specialities and is firmly established with a high level of brand recognition. This is a reason for the long-established Aachen-based company to continue its development. Innovative products and seasonally changing promotional products convince retailers and consumers time and again of the quality of the products and expertise of the traditional company over 125 years of experience in the fruit business. The quality of the products is of particular importance to consumers. In addition, Zentis has always revitalised the jam market with its high-quality range of jars and new products.

### **What developments are discernible in the fruit preserves market?**

The consumers desire for value and quality is growing. The complete product needs to be in perfect accord. The packaging should therefore be of the same high quality as the contents. Glass containers are very popular with consumers and the trend is clearly towards smaller, needs-based sizes. Which is why Zentis offers packaging sizes from 195 to 295 grams.

Moreover, an increasing number of consumers are looking for variety when it comes to breakfast. Whether you prefer jam with many delicious fruit pieces, finely strained fruit spreads or authentic enjoyment with a high fruit content and less sweetness - Zentis has a wide range of jams and fruit spreads serve each and every need.

### **What products does Zentis offer for these needs?**

#### 50% weniger Zucker (50% less sugar)

With the launch of the new fruit spread *50% weniger Zucker* in March 2019, Zentis proves that enjoyment and nutritional awareness can be seamlessly united. The fruit spread guarantees a natural-authentic fruit taste in the accustomed Zentis quality and uses only half as much sugar as classic jams. The traditional Aachen-based company relies on a natural recipe in which no additional artificial sweeteners or preservatives are used. *50% weniger Zucker* is available in the classic favourites of strawberry, apricot, sour cherry, raspberry and peach-passionfruit.

### 50% weniger Zucker fein passiert (50% less sugar finely strained)

Since January 2020, the *50% weniger Zucker fein passiert* sub-range continues the success story: even the soft and creamy addition to the *50% weniger Zucker* range comes with only half the sugar and without artificial preservatives and sweeteners. Gently processed from selected fruits and without any chunks or seeds, the three flavours strawberry, raspberry and wild berry will blow you away with their fine, velvety texture and natural, authentic fruit taste.

### Aachener Pflümli (plum jam)

The characteristic recipe comprising sweet and fruity plums and fine spices from Aachener Printen makes the Zentis classic *Original Aachener Pflümli* an essential for many connoisseurs at the breakfast table. Since autumn 2019, the classic has had company: Zentis has refined its popular plum jam with an aromatic, strong cinnamon note in the *Original Aachener Pflümli Zimt*. Zentis offers both types in glass jars to suit requirements.

### **What is the situation in the sweet spreads segment?**

As is the case with jams, the trend towards pleasurable, conscious variety is gaining importance in the sweet creams market. Therefore, Zentis naturally relies on its long-standing recipe for success here as well: maximum enjoyment coupled with strict quality standards. In the case of the sweet spreads *BelMandel* and *Nusspli*, customers particularly appreciate the full-bodied nut-nougat taste combined with a fine hint of cocoa.

In order to meet the trend of a balanced and varied diet for consumers, Zentis is also working on alternatives to the classic nut nougat cream.

### Erdnussbutter CREAMY/CRUNCHY (Peanut Butter)

Since spring 2020 Zentis has been offering a varied and at the same time enjoyable option for sweet spreads with its CREAMY and CRUNCHY peanut butter varieties. Thanks to the 90 percent peanut content, Zentis peanut butter has a particularly aromatic nutty taste and is also a source of protein. But Zentis peanut butter can not only be enjoyed as a classic spread. There are many ways to enjoy it – in muesli, in Buddha bowls or as a refined ingredient in curries, sauces, dips and even smoothies.

### **What products does Zentis offer in the confectionery sector?**

Zentis is known for the finest marzipan products such as the *Hochfeinen Creationen* and *Belmanda* and *Belnuga* bars in the best 90/10 fine marzipan quality. Zentis also stocks bite-sized fine marzipan pearls all year round. Above all, however, Zentis offers a wide range of seasonally popular Easter and Christmas classics such as marzipan eggs and marzipan potatoes. The classic marzipan paste for baking, decorating and shaping cakes and pastries is also part of the confectionery range. Since spring 2019 Zentis has been offering a cereal snack for the first time. In *MyCorn*, Zentis combines its know-how and innovative strength to create a genuine and authentic gourmet product. Nutrition-conscious consumers will find in *MyCorn* a snack with a crispy oat, rye or quinoa center

covered in a delicate coating of whole milk or dark chocolate. At the same time, it is filling without being overpowering while its natural, pithy taste is compelling.

### **What makes Zentis so special?**

Zentis has a long tradition of innovative strength. We pursue development from the idea to market maturity and offer customer-specific solutions for high-quality products with particularly innovative potential, especially in the industrial business segment. Innovations developed at Zentis include fruit preparations (FP) with muesli, FP with chocolate, vanilla and mocha flavour for ultra-high temperature products (UHT), FP for two-chamber cups, the use of vitamins and minerals in FP, dietary FP or FP with stable and sterile chocolates and cereals.

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

Zentis ensures uncompromising quality management by beginning with the selection and inspection of raw material suppliers. Fruit is a highly sensitive natural product that must be cultivated with the greatest care and harvested and processed under the strictest hygienic conditions. Zentis works exclusively with long-term suppliers who are inspected regularly in order to guarantee the high standards and demands placed on the quality and safety of its products. The consistently high quality of the end products is a testament to this process. Strict incoming inspections and guaranteed traceability of the goods also create transparency and accountability throughout the entire production process. Our production processes are highly developed and particularly gentle, so that the natural taste of the fruit is preserved. Zentis is able to guarantee quality and freshness far above the industry standard due to the comprehensive quality controls accompanying the process. Zentis is certified according to IFS (International Featured Standard Food) and FSSC (Food Safety System Certification 22000: 2010).

### **What does Zentis do with regard to environmental protection?**

Nature is our most important supplier; a considerate and sustainable approach to the environment is our primary commitment. Here, too, our innovative strength comes to the fore. Efficient production techniques and processes reduce the pressure on the environment. We continually work on ways of improving conservation solutions such as reducing waste or water and electricity consumption. For example, we were able to significantly reduce our fresh water requirements and our volume of waste water. The application of innovative membrane technology enables us to save more than 50,000 cubic meters of water per year. We are pioneers in the industry in the use of this technology. We were awarded the ISO certificate (International Organization for Standardization 50001: 2011) for our commitment to energy management for the first time in May 2012.

### **How committed is Zentis to the Aachen region?**

Zentis feels a close association with the Aachen region since this is where the roots of the company originate. For this reason, Zentis has long been engaged in various initiatives serving the people of the city. Zentis supports the Aachen Charlemagne Prize and annually awards the Zentis Children's Carnival Prize for the preservation and

promotion of regional customs. "Zentis Thursday" was launched in January 2017 at the Museum Ludwig Forum. All visitors now receive free admission on Thursdays. In addition, the company has been working closely with the Lebenshilfe Aachen association for many years, which promotes the integration of disabled people. Zentis is also a sponsor of the Ronald McDonald Children's Aid Children's Home in Aachen and supports their work for children. Since April 2018, the company is a participant in the Aachen Voluntary Service Pass and grants Aachen citizens who are involved in charitable activities and are holders of the pass a 15 percent discount at the factory outlet in Aachen.

### **What role do social networks play for Zentis?**

Open and transparent communication with consumers is very important to us. We would like to offer our customers the opportunity to contact us as a company directly and in an uncomplicated manner. That is why we are offering consumers three platforms – Facebook, Instagram and Pinterest – to not only present the brand world of Zentis, but also to engage in a lively exchange.

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