



Press release
Folschviller, 19 May 2022

The InVivo group presents its recovery plan for Neuhauser

Although the baked goods market is growing, Neuhauser's French business has seen a deficit for the last three years. This entity, acquired by the Soufflet group in 2014 and now owned by the InVivo group, will benefit from a recovery plan to return to growth from 2023.

InVivo CEO Thierry Blandinières yesterday met with the trade unions and all the employees of Neuhauser in Moselle to present this development plan.

Despite growing demand, the baked goods market in France is currently under-capacity, with manufacturers unable to meet demand, which is increasing by 2% per year. *“Thanks to a currently very favourable market context, and taking into account Neuhauser's potential production capacity, we are determined to relaunch the industrial bakery activity. In the coming months, we will deploy a growth plan structured around a reorganisation of Neuhauser's activities and the full exploitation of its production capacities, in particular by reopening the second production site at Folschviller in Moselle”*, states InVivo CEO Thierry Blandinières.

Optimal exploitation of production capacity

This recovery plan therefore aims to increase volumes and optimise productivity in order to fully exploit the capacity of Neuhauser's industrial tools, which represent an annual production capacity of 350,000 tonnes, of which 200,000 tonnes is currently exploited.

The InVivo group's plan is to relaunch production by January 2023 at the second site in Folschviller, Moselle, which has been closed since 2019. Staff currently employed at one site will be redeployed, allowing both sites to return to full operation.

Reorganisation of activities to address a growing market

Neuhauser's business will be structured and organised by customer type in order to better address its target markets, with:

- A baked goods division dedicated to large volumes

The aim in particular is to capitalise on the partnership with LIDL, a historic customer of Neuhauser, which was recently strengthened by including a sustainable development approach to the wheat sector.

- A higher value-added baked goods division dedicated to small series. This higher value-added market, which primarily concerns food services, bakeries - both artisanal and chains - as well as the “out-of-home catering” sector, is also growing strongly. Neuhauser wants to develop a range of raw pastries for artisanal bakeries and bakery chains.

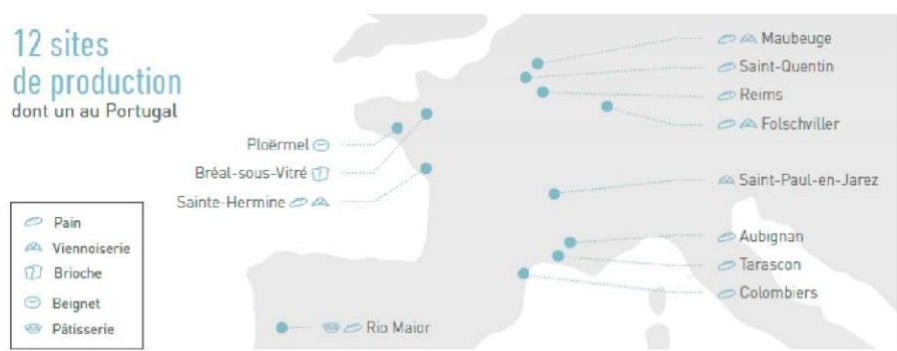
A strategic international partnership

The export market continues to grow, with demand in foreign countries for French industrial bakery products. International activity continues to be based on production capacities in France; the strategic markets for Neuhauser are the United States and Southeast Asia. Neuhauser's international assets will be evaluated and may lead to capital partnerships.

About Neuhauser

Neuhauser is a major player in the industrial bakery activity in France and Portugal with Panpor. The company designs, manufactures and distributes a wide range of baked goods. With its 12 production sites and 1600 employees, Neuhauser achieves a turnover of €336 million.

An expert in bringing its products to market, Neuhauser is set up to serve supermarkets/hypermarkets, the food-away-from-home (FAFH) industry, bake-off stores and specialist retailers in France, Europe and around the world. It also develops its own brands, including Le Petit Français for export.



About InVivo

The InVivo group, with the recent acquisition of the Soufflet group, is one of Europe's leading agricultural groups, with a turnover of almost €10 billion, more than half of which is generated in France, and a workforce of more than 13,000 employees, including more than 10,000 in France. Established in 38 countries, it has more than 90 industrial sites, including 63 in France.

This key figure in food sovereignty operates along the entire value chain, from farm to fork, in each of its strategic business lines: Agriculture; Malting; Milling, ingredients, baked goods; Garden centre and food distribution; International grain trade; Wine.

A cross-functional global centre for innovative and digital solutions completes the system for accelerating the transformation of these activities, towards the 3rd agricultural revolution.

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