

Folschviller, 21 September 2023

Neuhauser in Folschviller reopens its second production line

The industrial viennoiserie/bakery company Neuhauser restarted its second production line at its Folschviller site yesterday, after four years of inactivity. One hundred employees from the company's headquarters in Metz gathered alongside the group's management teams on what was an important day for the Folschviller site's 270 permanent employees. With this reopening, the site's production capacity has increased by almost 40%, going from 65,000 tonnes to 90,000 tonnes. Neuhauser is aiming to grow its overall production in the next five years to 300,000 tonnes, compared to its current 200,000 tonnes.



From left to right:

- Didier Zimny, Mayor of Folschviller
- Thierry Blandinières, Chief Executive Officer of the InVivo group
- Jean-Claude Berruyer, Manager of the Neuhauser production site in Folschviller
- Jérôme Calteau, Chairman of Union InVivo

"We incorporated Neuhauser, an industrial viennoiserie/bakery company, in 2021 with the acquisition of the Soufflet group. It was struggling financially at the time, was losing money and had been put under many different redundancy plans. We saw a great opportunity to market and promote French agricultural production, and chose to retain this business. Today's restarting of the second production line at the Folschviller site is great news for the employees and management. It also sets a strong precedent regionally and even nationally, as this sector tends to either close or suspend production lines". said Thierry Blandinières, CEO of the InVivo group.

An industrial event

Neuhauser has seen a return to growth since the beginning of the year and will continue to roll out its recovery plan initiated last May, in order to establish itself as an industry leader in industrial viennoiserie and bakery. With this reopening, the site's total production volume has increased by almost 40%, going from 65,000 to 90,000 tonnes. The additional 25,000 tonnes of raw viennoiserie will make it possible to reclaim the market of artisan bakers, with the aim of taking 20% of the market within three years.

"Improving the level of results is an essential requirement for ensuring that Neuhauser remains competitive. The company is already growing and the reopening of this second production site is an important step to make the company

even more profitable. And today we can rely on our sustainable agriculture sectors and the Made in France label, like the new Corbeil mill, which was inaugurated last June". says François-Xavier Quarez, CEO of Episens.

Reorganising activities to address a growing market, via:

- A bakery/viennoiserie division dedicated to large volumes. In particular, this involves capitalising on the partnership with Lidl, a long-standing Neuhauser customer, by including a sustainable development approach when it comes to the wheat sector.
- The advancement of sourcing in "Sowing Good Sense" sustainable chains to act as an accelerator for the agricultural and environmental transition and to contribute to creating value for both farmers and customers.
- A BVP (bakery/viennoiserie/pastry) division with higher added value that focuses on small batches. This mainly concerns food services, bakeries (artisan bakeries and chains) and "out-of-home catering". Neuhauser also wants to develop a raw pastry supply for artisan bakeries and bakery chains.

An economic event

By reopening such a site, InVivo is in keeping with its ambitions: to promote cereals, to support Ferme France and to structure agri-food production chains from upstream to downstream (bakery with wheat, malt with barley, wine with grapevines). It is also to this end that the group bought Boulangerie Louise at the end of 2022, further linking them to the wheat sector.

About Episens by InVivo

As the InVivo group's wheat division, Episens offers added value across the chain, from grain to finished product, bringing together milling with Moulins Soufflet, ingredients with AIT Ingrédients and Soufflet Biotechnologies, and BVP with Neuhauser, with the aim of enhancing the wheat value chain through a sustainable-chain approach.

Episens has 2500 employees and 25 production sites, and achieved a turnover of 1.022 billion euro in 2022–2023.

About Neuhauser

Neuhauser is a major player in the BVP sector in France and in Portugal, alongside Panpor. With its 11 production sites and 1600 employees, Neuhauser achieved a turnover of 480 million euro in 2022–2023. Neuhauser offers a wide range of products, including breads, pastries, snacks, doughnuts and brioche, for mass distribution, the "out-of-home catering" industry, baking stations and specialised retailers in France, Europe and around the world.

About InVivo

The InVivo group is one of Europe's leading agricultural groups with a turnover of close to 12 billion euro, more than half of which is generated in France, and a workforce numbering over 14,500 employees, of whom approximately 11,000 are located in France. It has a presence in 38 countries, with 90 industrial sites, including 63 in France.

A cornerstone of food sovereignty, it operates across the entire value chain, from farm to fork, and is a leader in each of its four major strategic areas of activity: international grain trade, agriculture, agri-food (malt, wheat, wine), garden centres and food retail. A cross-functional global centre for innovative and digital solutions completes this package.

Promoting agricultural transition, InVivo's ambition is to assist in the transformation of French farms and support European food sovereignty.

For more information, visit: invivo-group.com — Twitter @InVivoGroup

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