



finest fitness food

WORLD-LEADING DAIRY COMPANY FONTERRA PARTNERS WITH FOOD START-UP FOODSPRING IN A MULTI-MILLION EURO DEAL

Berlin-based food start-up foodspring goes global: Fonterra, world-leading dairy company and largest enterprise of New Zealand joins foodspring's latest 22m investment round, alongside renowned investors Ringier Digital Ventures and btov Partners.

As foodspring's first-choice suppliers of state-of-the-art dairy ingredients, Fonterra has been closely linked to foodspring's success for many years. Fonterra Ventures has entered into its first strategic partnership, teaming up with German functional food start-up foodspring through an investment in its parent company, Goodminton AG.

"We are pleased to welcome Fonterra as a strong partner. The synergy resulting from our partnership will push our product innovation. In addition, the new capital will not only drive our international expansion strategy, which was successfully launched last year, it will also be used to develop foodspring into an omni-channel player," says Tobias Schüle, CEO and Founder of foodspring.

Functional food is one of the fastest growing consumer segments worldwide, valued at 200 billion US Dollars and growing rapidly every year. From whey protein shakes to organic superfoods, foodspring has a strong brand and product portfolio across the healthy eating, weight management and muscle-building categories.

"foodspring has an excellent strategic fit with Fonterra's active nutrition business and will extend its reach to new consumers and channels. Its strong record of growth is backed up by a direct-to-consumer platform, and a digital nutrition and wellbeing coach for its consumers. Our strategic partnership with foodspring leverages our global expertise in protein and market leadership in high value, advanced ingredients," says Judith Swales, Chief Operating Officer, Velocity and Innovation, Fonterra.

foodspring's teaming up with Fonterra Ventures is just the beginning. On a product level, foodspring already provides customers with the market's first whey protein from pasture-raised cows. With their newly gained fresh capital, foodspring will not only foster their product portfolio but also focus on new modules in nutrition in order to get the human body, mind, and soul ready for the challenges of today and tomorrow. Growing their offline footprint and interlinking all channels to their online core business, foodspring will expand their leadership into new markets in Europe and overseas.

foodspring is a subsidiary of Goodminton AG. Completion of the investment is subject to regulatory approval by the German Federal Cartel Office.

ABOUT FONTERRA VENTURES

Fonterra Ventures is the growth engine of the Fonterra Co-operative Group. The world's largest dairy exporter Fonterra reaches more than 100 countries and delivers dairy nutrition to more than 1 billion people. Fonterra also has a Research & Development Centre with around 250 scientific and technical staff dedicated to research and innovation in dairy science. Fonterra Ventures is helping Fonterra define the future of dairy by embracing and adopting disruptive innovation and business models to build new, sustainable revenue streams for the Co-op. Launched in 2017, Fonterra Ventures partners with innovators to bring disruptive business models to market and actively searches for new ways to deliver growth opportunities. It has launched a number of ventures and embarked upon its first strategic partnership with functional food start-up foodspring.

ABOUT FOODSPRING

foodspring is one of the fastest growing and most innovative food start-ups in Germany with an international team of 100 employees and a large R&D department. The Berlin-based company was founded by Tobias Schüle and Philipp Schrempp with their co-founding partner ECONA AG in 2013. Being pioneers in making functional food accessible to everyone, foodspring provides nutrition solutions that are key to a fitter, happier and more productive life: strengthening the body, sharpening one's mind and balancing the soul. High-quality ingredients, great taste and convenience go hand in hand with foodspring's customer-focused always-there-to-support philosophy. Today, foodspring supplies 17 countries worldwide with premium functional food: Germany, Austria, Switzerland, France, Spain, Italy, Poland, Belgium, Netherlands, Denmark, Finland, Sweden, Italy, Spain, Hong Kong, China and the United Kingdom.

Published 03/01/2018, Berlin.

Contact us at any time for more information, latest image material or an interview.

Contact: Lars Ernst / pr@foodspring.com / +49 30 208 499 100