

Gebr. Heinemann and Casualfood create new opportunities with “Smartseller” joint venture

Casualfood GmbH, an ORIOR Group subsidiary specialising in high-quality food-to-go outlets, and Gebr. Heinemann SE & Co. KG, a multi-generational family-run duty-free retail and distribution company, are teaming up in a joint venture called “Smartseller” catering to small and mid-sized airports in Europe.

The “Smartseller” joint venture brings the core competencies of the two companies together with the aim of creating a novel shopping and consumer experience: integrating the unique grab-and-go outlets and the duty-free and travel-value products into a cohesive concept. The common idea will first be elaborated and then implemented at two or three small and medium-sized locations. The pilot project will be conducted at the Münster Osnabrück Airport (FMO). Multiplication of the concept with scale-up and roll-out at other sites throughout Europe is scheduled for 2021.

Raoul Spanger, COO at Gebr. Heinemann, is excited at the prospect of the new formats for small and mid-sized airports: “The Smartseller concept combining our classic duty-free sales outlets with first-class in-store culinary delights will add to the appeal of our sales outlets and boost business.” Daniel Lutz, CEO ORIOR Group, and the two founders and directors of Casualfood Stefan Weber and Michael Weigel, agree that the collaborative venture with a company like Gebr. Heinemann is a relevant step that will unleash new opportunities.

The “Smartseller” joint venture will operate as an independent company under the management of Karl Niendorf. Gebr. Heinemann and Casualfood each holding a 50% stake. Regulatory approval of the joint venture is still pending.



More about Casualfood

Casualfood is a pioneering operator of small scale food islands at airports with high-quality food to go and snack carts for travellers on the go. True its motto “The taste of travelling”, Casualfood’s core competency is creating and operating mobile and stationary food to-go units within unique and innovative brand worlds in the travel food service business. The casual product range is uncomplicated and handpicked to match the latest food trends for people on the go. Closeness to the consumer and flexible formats mean the cross-concept offerings can be quickly and easily adjusted in response to customer needs and fluctuations in foot traffic.

Find out more about Casualfood at: www.casualfood.de

More about Gebr. Heinemann SE & Co. KG

Gebr. Heinemann is one of the top players on the international travel retail market and the leader on the European market. It is the only family-run business among the global players of the travel retail industry. As a distributor, Gebr. Heinemann supplies more than 1 000 customers in over 100 countries. In the retail sector, the company operates more than 340 Heinemann Duty Free & Travel Value shops, fashion label boutiques under license and concept shops at 74 airports in 28 countries, along with shops at border crossings and aboard cruise liners. The company has been designing its Duty Free & Travel Value Shops since 2008 in accordance with an exceptional brand concept. Today, the Heinemann Duty Free brand is present at numerous airports worldwide and operates its biggest Airport Duty Free shop in Sydney.

In total, the retail operation now serves more than 40 million customers across more than 160 000 square metres of retail space every year. Gebr. Heinemann has had its headquarters in what is now the Hafencity district of Hamburg since 1879. The company is managed by cousins Claus and Gunnar Heinemann and Gunnar's son and CEO Max Heinemann, the fourth and fifth generation of the family to run the business hand in hand. Gebr. Heinemann has more than 8 000 employees around the world.

Find out more about Gebr. Heinemann at: www.gebr-heinemann.de

Contact

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Investor Calendar

26 February 2020: Publication of full year results and annual report 2019

31 March 2020: 10th Annual General Meeting

19 August 2020: publication half-year results and half-year report 2020

ORIOR – Excellence in Food

ORIOR is an internationally active Swiss food and beverage group that combines craftsmanship with a pioneering spirit and thrives on entrepreneurship and strong values. The delightful world of ORIOR consists of well-established companies and brands with leadership positions in growing niche markets in Switzerland and abroad.

ORIOR's goal is to steadily create value for all stakeholders. Market intimacy, strong partnerships, and a lean, agile group structure and the intradisciplinary ORIOR Champion Model provide the framework from which ORIOR is shaping and driving the market landscape with innovative products, concepts and services. Motivated employees who take pride in their work and who assume responsibility for themselves and for what they do are the key for creating the extraordinary.

*We are striving for uniqueness and offer best quality in order to surprise our consumers time and again with enjoyable food moments. Our ambition is nothing less than **Excellence in Food**.*

In the 2018 financial year ORIOR Group achieved sales of CHF 576.7 million with approximately 1630 employees. ORIOR is listed on the SIX Swiss Exchange (ORON, ISIN CH0111677362, LEI 5067 0020 I84Z A17K 9522). Further information is available at www.orior.ch.