

Press release

Emmi strengthens its coffee expertise and Emmi Caffè Latte brand with the acquisition of coffee roaster Hochstrasser

Lucerne, 12 June 2024 – The Emmi Group is set to acquire the renowned Lucerne-based coffee roaster Hochstrasser AG. The acquisition will boost the company's coffee expertise and the innovative strength of its iconic Emmi Caffè Latte brand. In turn, Emmi is helping Hochstrasser to further elevate its market position within the food service industry. Continuity will also be assured at Hochstrasser, which will continue to operate as an independent company. Alongside their mutual dedication to quality and taste, these two long-established companies based in Lucerne have enjoyed a strong and successful partnership that has endured for 20 years.

Following a successful 20-year partnership, the Emmi Group is acquiring its Lucerne-based coffee roasting partner Hochstrasser. The acquisition safeguards the outstanding quality of the freshly roasted and brewed coffee and the innovative strengths that characterise the Emmi Caffè Latte brand, which is one of the leading ready-to-drink coffee products on the market in many European countries. The close collaboration between the two long-established Lucerne companies has been, and continues to be, a key factor behind Emmi Caffè Latte's outstanding barista quality. Both companies boast over 100 years of history. They both pride themselves on uncompromisingly high-quality products, satisfied consumers, a passion for their craft and responsible corporate conduct.

"With the acquisition of the renowned coffee roaster Hochstrasser in Lucerne, we are elevating our coffee expertise to further strengthen our iconic and innovative Emmi Caffè Latte brand. This will bring together strong expertise in producing highest-quality premium coffee, freshly roasted in Lucerne, with the best Swiss milk," explains Marc Heim, Executive Vice President Switzerland.

Hochstrasser, with a successful history dating back to 1852, will continue to operate as an independent company, with René Vesti and Gery Camenzind serving as board members and Kevin Heer as Managing Director. This will ensure continuity in management for the approximately 50 staff members, as well as for customers in the food service and hotel sectors. Hochstrasser's success story is set to continue thanks to its excellent service and premium quality – from the selection of green coffee from the world's best growing regions, the gentle slow roasting process using the traditional drum roasting method through to the finely tuned preparation methods. Emmi will help Hochstrasser to further elevate its market position within the food industry with its Hochstrasser and Don George brands.

The transaction will be finalised subject to the approval of the competition authorities. The parties agreed to keep the purchase price confidential.

2/2

Download material and further information

- [Hochstrasser website](#)
- [Hochstrasser images](#)
- [Emmi Media Corner](#)

Contacts

Media

Simone Burgener, Spokesperson & Senior Communications Manager | media@emmi.com

Investors and analysts

Oliver Wasem, Head of Group Controlling & Investor Relations | ir@emmi.com

About Emmi

Emmi is Switzerland's leading producer of high-quality dairy products. The company's roots date back to 1907, when it was founded by dairy farmer cooperatives in the Lucerne region. With its clear strategy, innovative products and brand concepts established beyond Switzerland, including Emmi Caffè Latte and Kaltbach cheese, Emmi has grown into an internationally listed group (EMMN) with a strong local presence in 14 countries.

Emmi's business model has always been based on a responsible approach to nature, animals and people. This enables Emmi to create the best dairy moments, today and for generations to come, while contributing to value creation in rural regions. The company distributes its quality products to around 60 countries and undertakes manufacturing at over 57 of its own production sites in 11 countries. With more than 9,000 employees, around 70% of whom work outside Switzerland, the Emmi Group generated net sales of CHF 4.2 billion in 2023.

About Hochstrasser

Renowned coffee roaster Hochstrasser from Lucerne has been synonymous with exceptional coffee culture since 1852. Guided by passion and dedication, Hochstrasser carefully sources its high-quality coffee beans from around the world, which then undergo gentle slow roasting using the traditional drum roasting method, which guarantees an incomparable taste experience. In addition to the fresh roasted coffee blends, Hochstrasser offers a comprehensive range of teas, punch and chocolate. The quality is not only reflected in the products but also in the responsible attitude to people and the environment. Sustainability is thus an integral component of the company's philosophy.

The Hochstrasser team comprises more than 50 employees, who generated net sales of around CHF 17 million in 2023, primarily from roasted coffee. The company also offers a wide range of services, including coffee machine concepts, barista training courses and quality control. The main customer segment covers hotels, restaurants and cafés. The Hochstrasser brand is mainly present in central Switzerland, while the Don George brand is present all over German- and French-speaking Switzerland. The coffee expertise centre in Lucerne fosters a passion for coffee. It offers direct sales of coffee as well as selling home coffee machines and offering repair services.