

MondelÄ?z acquires Australian firm Gourmet Food Holdings

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The company has entered fast-growing premium and well-being cracker segment

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Gourmet Food's brands, including *OB finest*, *Olina's Bakehouse* and *Crispbic*, have grown to become category leaders in the premium crackers and biscuits segments throughout Australia and New Zealand (ANZ) through on-trend innovations, including health and well-being offerings.

"This is a great strategic asset for us in a very important market," said Dirk Van de Put, Chairman and CEO of MondelÄ?z International. "With our iconic biscuit brands such as *Oreo* and *beVita*, as well as our leadership in chocolate with *Cadbury*, this acquisition will accelerate our broader snacking leadership in Australia and New Zealand."

Oliver Flint, current Chief Operating Officer, has been appointed as Gourmet Food's Managing Director while co-founder and CEO Todd Wilson will remain with the business as an advisor. MondelÄ?z International will provide Gourmet Food with resources to accelerate growth, while leveraging its manufacturing, research and development capabilities.

Included in the transaction is Gourmet Food's pre-packaged seafood business including the Ocean Blue brand.