

Emmi acquires majority stake in Verde Campo in Brazil

16 April 2024 | News

Brazil, a strategic key market for Emmi, is the largest market for dairy products in Latin America



Brazil, a strategic key market for Emmi, is the largest market for dairy products in Latin America

LaticÃnrios Porto Alegre, Emmi Group's Brazilian subsidiary, is to acquire a majority shareholding in the Verde Campo dairy from Coca-Cola in the state of Minas Gerais. The move consolidates Emmi's market position in the strategic key market of Brazil. The well-established and innovative Verde Campo brand will complement Emmi's position in Brazil through the addition of functional dairy products in line with the steady transformation of its portfolio. Verde Campo's original founding team will hold a 30 per cent stake and a seat on the Board of Directors. The Emmi Group is confident that this arrangement will take Verde Campo to profitable growth.

Brazil, a strategic key market for Emmi, is the largest market for dairy products in Latin America. Despite the high level of volatility, the overall macroeconomic situation in Brazil has improved and inflation has fallen considerably. The Emmi Group has held a stake in the Brazilian subsidiary LaticÃnrios Porto Alegre since 2017 and increased it to 70 per cent in 2019. Emmi perceives further growth potential in the important Brazilian market given that the acquisition of Verde Campo will speed up the transformation of the portfolio through the addition of innovative brands and differentiated premium concepts.

"The shareholding in Verde Campo will allow us to improve our position on the strategically important Brazilian market while reinforcing the value of our portfolio with a strong brand and a focus on functional premium dairy products. We are confident that by joining forces with Verde Campo's former founding team, we can take the brand to profitable growth," says Ricarda Demarmels, CEO of the Emmi Group.