

The Bonduelle Group to sell packaged salad business in France and Germany

29 August 2024 | News

The decision to sell comes after a decade of declining salad consumption in these countries



The decision to sell comes after a decade of declining salad consumption in these countries

The Bonduelle Group has announced its intention to sell its packaged salad business in France and Germany. The decision to sell comes after a decade of declining salad consumption in these countries, influenced by factors such as inflation and increased competition from private labels.

To protect the company's long-term future, several projects are being implemented, including the resizing of Bonduelle Frais France and negotiations with Les Crudettes for the acquisition of its packaged salad business in France, and with Taylor Farms for the acquisition of its packaged salad business in Germany.

These projects are aimed at preserving jobs within the company's sites in France and Europe and will allow the group to focus on its other business operations in the fresh delicatessen, canned, and frozen food markets. The North American and Italian fresh businesses will remain unaffected by these changes.

The discussions with employee representatives have begun and will continue over the coming weeks. Pending necessary approvals, the Bonduelle Group is confident in the ability of the LSDH Group and Taylor Farms to revitalise the businesses in their respective geographies.