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Hero Group acquires Deliciously Ella

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The Hero Group, which is on a mission to delight consumers by conserving the goodness of nature, announces the addition of an important member to its family of brands: Deliciously Ella.

The acquisition for an undisclosed amount will allow Hero to enter the UK snacking market with a brand that shares a similar way of thinking, values and mission. The deal will allow Deliciously Ella, which has experienced rapid growth and sold more than 100 million products since it was founded in 2016, to reach millions more customers around the world.

â??Our multi-year strategy has focused on bringing brands that fit within our core categories to fulfil our mission to bring natural, healthy food to consumers. Deliciously Ella is a perfect fit for us, and we are particularly happy to have them on board,â?• said Rob Versloot, CEO Hero Group.

Hero is already present in the UK market with its Organix brand, which focuses on organic foods and snacks for babies, toddlers and kids.

Deliciously Ella founders Ella Mills and Matthew Mills, who is CEO, will remain with the company as they lead the next stage of growth.

Ella and Matthew said: â??We are both incredibly excited to partner with the Hero Group. What started as a small recipe website and a cookbook has become something bigger than either of us could have imagined.