

Refresco acquires FrÃas, enhancing plant-based beverage portfolio

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Refresco, the global independent beverage solutions provider for retailers and global, national, and emerging (GNE) brands in Europe, North America, and Australia, announces the successful closing of its acquisition of FrÃas NutriciÃ³n (FrÃas), a leading manufacturer of plant-based drinks in Spain. This transaction, first announced on July 22, 2024, strengthens Refresco's position in the rapidly growing plant-based beverage category.

FrÃas, located in Burgos, Spain, employs approximately 250 people and specialises in producing private-label plant-based drinks, including almond, rice, hazelnut, and soy options for key retailers in Spain and beyond. This acquisition complements Refresco's existing operations in Spain and significantly expands its capabilities in the plant-based drinks sector.

Hans Roelofs, CEO of Refresco, commented, "As part of our proven Buy & Build strategy, we are looking to expand our capabilities in existing and adjacent beverage categories. The acquisition of FrÃas not only enhances our footprint in the plant-based drinks market but also allows us to better serve our European customers and accelerates our product innovation capabilities. We are excited to welcome the talented FrÃas team and are dedicated to a seamless integration process that will drive mutual growth."