

Pioneer Foods to purchase Lizi's brand in UK

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UK based Pioneer Foods which is a subsidiary of South Africa's breakfast cereal manufacturer Pioneer Foods, is planning to purchase UK-based granola brand, Lizi's, from The GoodCarb Food Company for an undisclosed price.



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Tertius Carstens, Pioneer Foods CEO said, "Lizi's granola is a very popular brand thanks to its healthy and wholesome product attributes and we're thrilled to welcome it into the Pioneer Foods family. We are confident that this deal will benefit both the Lizi's business as well as our own, given the synergies between the companies."

Upon completion of the deal, the acquired company will continue the sales and marketing operations separately to Pioneer Foods UK's existing business from its current site in Cardiff.

Pioneer Foods UK has been manufacturing Lizi's products under contract for The GoodCarb Food and is reported to have played a key role in co-developing products for some time.

"Lizi's is the fastest growing brand in the UK's fast accelerating granola category. The brand has shown exceptional growth over the last three years and is now the number two brand in its category", added Carstens

The Pioneer Foods anticipates that the purchase of Lizi's brand would be beneficial for the company, as granola is one of the fastest growing categories within the UK cereal sector.