

Westfalia Fruit acquires Dutch Greenpoint Trading B.V.

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Westfalia Fruit, a global leader in the avocado industry, has completed the acquisition of Greenpoint Trading B.V., a Dutch foodservice company specialising in avocados and owner of the well-established Avojoy brand. Greenpoint serves a wide range of customers across the foodservice market in Northern Europe and has a long-standing partnership with Westfalia Fruit, which laid the groundwork for this strategic move.

The acquisition strengthens Westfalia Fruit's position in the rapidly growing European foodservice sector, where avocados and avocado-based products are increasingly becoming menu staples. As a leading avocado expert, Westfalia Fruit aims to establish market leadership across all categories, with the foodservice segment presenting significant growth potential.

Commenting on the acquisition, Chris Bush, CEO of Westfalia Fruit Group, said: "There is a strong cultural alignment between Westfalia Fruit and Greenpoint Trading, built over years of close collaboration. We are both deeply committed to delivering exceptional service to customers, and this shared focus forms a solid foundation for our future growth together."

Greenpoint Trading brings with it a wealth of experience in the foodservice industry, an established and loyal customer base, and a highly capable team. With its focus on ripened and high-quality avocados for foodservice clients, the company complements Westfalia Fruit's existing capabilities and footprint in the European market.

The acquisition provides Westfalia Fruit with dedicated foodservice expertise and market knowledge that can be applied broadly across its operations, enabling increased market share and enhanced service delivery to this important customer segment. This approach will allow Westfalia Fruit to better serve foodservice-focused customers with specialised teams designed specifically for their unique requirements.