

## **Merger of TRILACTIS and Hoche Butter**

**The Uelzena Group is pooling its sales activities in its dairy products business division for the bakery trade. From 1 September 2018, TRILACTIS GmbH and Hoche Butter GmbH will merge.**

Up until now the Uelzena Group has operated two separate sales companies for the market segments butter, butter fats and cheese for the bakery and butchery trade and the respective wholesalers: TRILACTIS GmbH in Saarbrücken and Hoche Butter GmbH at the Group's headquarters in Uelzen. For decades, both companies have been market leaders in this product segment.

Within the Uelzena Group, Hoche Butter will now take over the sole sales activities for bakeries, specialized wholesalers, convenience food services and food retail centers. The aim is to optimize organization and customer service in the dairy products business within the Group. Sales to industrial customers will remain in the hands of Uelzena eG.

The product ranges of both sales companies will be combined with the largest share of the butter and butter fat product range marketed under the Hoche brand while the brand TRILACTIS will represent the range of cheese products.

The sales office in Saarbrücken will remain open until the end of 2019.

Press contact:

Anja Brand (Hoche Butter GmbH)  
Phone: 0581-806 6162  
Fax: 0581-806 9000  
anja.brand@uelzena.de

Ein Unternehmen der  
Uelzena Gruppe.

**Hoche Butter GmbH**  
Im Neuen Felde 87  
29525 Uelzen · Germany

T +49 (0)581 806 0  
F +49 (0)581 806 9000  
info@hoche-butter.de  
www.hoche-butter.de