

PRESSEINFORMATION

Griesson - de Beukelaer continues growth path in fiscal year 2025 and invests in the future

Revenue rises to 783 million euros / Forward-looking investment at the Wurzen site / Prinzen Rolle defends its No. 1 position in the market / Awarded “Best Employer 2025” and recognized as a top training company

Polch, January 29, 2026 – Griesson - de Beukelaer (GdB) reports a positive business performance for the 2025 fiscal year, despite challenging conditions in a demanding market environment. The family-owned company based in Polch (Rhineland-Palatinate) increased its revenue by 8 percent year-on-year to 783 million euros. Sales volume slightly declined to 151,000 tons. The result was in line with forecast expectations. Key drivers of revenue growth included raw material price-driven increases and changes in the product mix. Around 55 percent of total revenue comes from international business, primarily in other European countries and North America.

“The results of fiscal year 2025 demonstrate the consistent implementation of our strategic direction and confirm the sustainable success of our business development. With substantial investments, we are continuously advancing our German production sites and ensuring future viability as well as the high quality that retailers and consumers rely on,” says Dany Schmidt, CEO of Griesson - de Beukelaer. “Our strong brands GRIESSON, De Beukelaer, Prinzen Rolle, LEICHT&CROSS, and Cereola stand for quality and trust and remain resilient in a challenging market environment.” In addition to the branded business, sales in the private label segment also developed positively.

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Strong brand performance and forward-looking investments

In 2025, Prinzen Rolle celebrated a special anniversary: Germany's most famous sandwich biscuit has now been produced for 70 years. With more than 24.5 million packs sold, Prinzen Rolle once again leads the sweet biscuit market in terms of revenue and defended its No. 1 position. The repositioning of GRIESSON soft cake® with a new, even fruitier brand concept has provided important momentum to reinvigorate the segment of chocolate-covered fruit-filled biscuits. GRIESSON soft cake® is not only a prime example of quality and tradition but also of innovation and growth: with the groundbreaking ceremony for the expansion of the Wurzen site, Griesson - de Beukelaer is making a forward-looking investment. The family-owned company is investing more than 100 million euros and further advancing its already high level of automation. By 2027, additional production capacities for GRIESSON soft cake® and up to 100 new jobs will be created at the Wurzen site through the installation of state-of-the-art equipment.

Top Employer and Leading Training Company

"Best Employer 2025" in Germany and among the top 10 training companies: the awards from Handelsblatt recognize companies that excel with an appreciative working environment, family friendliness, fair and individualized career development opportunities, and a strong leadership and corporate culture. "Being recognized as one of the 'Best Employers 2025' shows that our values as a modern family business and our responsibility as one of Europe's leading producers of delicious biscuits and snacks go hand in hand. At our sites in Polch, Kahla, and Wurzen, we embody teamwork, shared responsibility, and mutual appreciation," says Dany Schmidt.

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About the Company

Griesson - de Beukelaer is a family-run business committed to sustainability. Responsibility for the environment and future generations is part of the company philosophy. Griesson - de Beukelaer is one of the leading companies on the European sweet and savoury baked goods market and operates production sites in Germany in Polch (Rhineland-Palatinate), Kahla (Thuringia) and Wurzen (Saxony). The product range includes the well-known brands GRIESSON, De Beukelaer, Prinzen Rolle, LEICHT&CROSS and Cereola as well as a wide variety of private labels.

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Further information on Griesson - de Beukelaer and the press release for downloading are available at: www.griesson-debeukelaer.de