



OETKER COLLECTION

On a clear course with a new name: Oetker Collection KG strengthens its position and focuses on organic growth

- The internationally active group of companies owned by Alfred and Ferdinand Oetker increased its revenue by 2.3% to €2,551 billion in 2024
- Oetker Collection, with its diversified business divisions and 8,300 employees, is present in 37 countries

Bielefeld, Germany, 26.06.2025

The group previously known as Geschwister Oetker Beteiligungen KG today announced its renaming to **Oetker Collection KG**. The move underscores the group's consistent development towards a diversified, international structure with seven independent business divisions – and a clear strategy focused on organic growth.

“With ‘Oetker Collection’, the corporate identity of our group is now exactly on point. The renaming is a real milestone and symbolises our development into an international group with clearly defined business divisions,” says Alfred Oetker, Co-CEO.

Ferdinand Oetker, Co-CEO, adds: “As a family-run group, innovation and organic growth are our focus. We are a diversified group with clear specialisation within our business divisions.”

Since its founding in 2021, the group has grown from 8,000 to nearly 8,300 employees, while revenue grew from €2 billion to nearly €2.6 billion. At the same time, central structures were created to foster an open dialogue on a level playing field with and within the business divisions

In the past financial year 2024, Oetker Collection KG¹ was able to achieve solid growth despite volatile market conditions. Group revenue increased by 2.3% from the previous year to €2,551

¹In the reporting year, the company was still operating under the name Geschwister Oetker Beteiligungen KG.



OETKER COLLECTION

billion. Most of the revenue, 77.1%, was generated outside of Germany. Oetker Collection KG is present in 37 countries worldwide.

In the first months of 2025, Oetker Collection KG also realised sustainable investments in the US market. The Bakery Food division was strategically expanded through the acquisition of Hoff's Bakery for the Martin Braun-Gruppe, and the Sparkling Wine, Wine & Spirits division was strengthened through a global distribution partnership between the Californian champagne brand Korbel and Henkell Freixenet.

Sparkling Wine, Wine & Spirits

The Sparkling Wine, Wine & Spirits division, Henkell Freixenet, contributed the largest share of revenue with €1.25 billion, a plus of 1.5% compared to the previous year. As the world market leader in sparkling wine, the company has a unique brand portfolio and is active in 37 countries, with exports to around 140 countries.

Mionetto and Freixenet Prosecco are growing faster than the global Prosecco market. Mionetto is now also the market leader for Prosecco in Germany. The segment of non-alcoholic sparkling wines has been further strengthened through innovations and the expansion of the distribution of Mionetto 0.0%, leading to double-digit growth. The group is now also the world's market leader for non-alcoholic sparkling wine. Henkell Freixenet is expanding its international presence, including through the partnership with the Californian brand Korbel announced in May.

Bakery Food

The year 2024 was a successful one for the Martin Braun-Gruppe – the group generated revenues of €714 million compared to €681 million in the previous year. This is an increase of around 5%. Operationally, both the Ingredients and Frozen sectors contributed to the good result in 2024, as did many successful country units.

Important strategic decisions in 2024 included preparations for the acquisition of a company in the USA as well as investment decisions for the location in the UK for significant capacity expansion, including the purchase of two large production buildings in London Heathrow.



OETKER COLLECTION

The closing of the acquisition of the US supplier Hoff's Bakery was one of the most important steps in the first quarter of 2025.

Speciality Chemicals

The Speciality Chemicals (Budenheim) division achieved revenues of €432 million in the financial year 2024, slightly below the €439 million in the previous year. Almost all clusters recorded volume increases in the financial year 2024; however, due to partially decreased market prices, this did not always lead to a corresponding increase in revenues. The consistent focus on specialty products instead of so-called commodity products also increased resilience to the subdued market development and mitigated the effects of weak demand.

Masterpiece Hotels

The Masterpiece Hotels (Oetker Hotels) division continued to develop positively in an overall good market environment. The reporting units included in the consolidation circle of the group of companies achieved revenue of €139 million, an increase of 2.9%. The area is investing in future openings to further strengthen its competitive advantage. Hotel Le Bristol Paris, which is celebrating its 100th anniversary this year, was able to maintain the occupancy level of the previous year, with room rates above plan and the previous year. The Revenue per Available Room (RevPAR) reached a new high of around €1,170. This value once again underscores the claim of Oetker Hotels to be among the leading companies in the international luxury hotel market. For the second half of 2025, the opening of The Vineta Hotel in Palm Beach, Florida, as well as the reopening of Brenner's Park-Hotel & Spa in Baden-Baden are planned.

Commercial Real Estate

As a specialist in the marketing of office real estate in the USA, Columbus Properties continues to feel the effects of the home office trend. In the financial year 2024, the acquisition of a more than 28,600-square-meter, eight-story office building, the commercial property 24th at Camelback in Phoenix, Arizona, USA, in April 2024 resulted in record revenue for Columbus Properties.



OETKER COLLECTION

Ventures

Vierte Oetker Ventures invests in innovative and future-oriented start-ups and scale-ups. The goal is to further develop the investments in partnership and collaboration with the other companies in the group, to strengthen the exchange between our business divisions and the young venture companies, and to identify future trends early on. Currently, the portfolio of Vierte Oetker Ventures includes seven investments.

Shareholders and sole owners of Oetker Collection KG are Dr. Alfred and Ferdinand Oetker. They have been leading Oetker Collection KG Holding (formerly Geschwister Oetker Beteiligungen KG) as Co-CEOs, together with Dr. Harald Schaub as CFO, since November 2021. The seven-member Executive Committee also includes the CEOs of the four largest business division: Dr. Andreas Brokemper (Henkell Freixenet), Dr. Detlev Krüger (Martin Braun-Gruppe), Dr. Stefan Lihl (Budenheim) and Dr. Timo Grünert (Oetker Hotels).



OETKER COLLECTION

About Oetker Collection KG

With a revenue of nearly €2.6 billion and almost 8,300 employees, Oetker Collection KG is an internationally active group owned by shareholders Dr. Alfred and Ferdinand Oetker. It comprises 148 individual companies in 37 countries. The business divisions of Oetker Collection include: Sparkling Wine, Wine & Spirits (Henkell Freixenet); Bakery Food (Martin Braun-Gruppe); Speciality Chemicals (Budenheim); Masterpiece Hotels (Oetker Hotels); Commercial Real Estate (Columbus Properties); Ventures (Vierte Oetker Ventures); and Art Collection (Rudolf-August Oetker Kunstsammlung). Founded in 2021, Oetker Collection KG combines the dynamism of a young group with over 130 years of successful entrepreneurial tradition. As a family business, it follows a clear set of values that places responsibility and reliability at the centre of its entrepreneurial activities.

For further information: www.oetker-collection.com

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