

# SPITZ

## Press kit 2019





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## Spitz company profile – about us

### High-quality Austrian food products since 1857

The Spitz Group has been developing, producing, processing and marketing food products and beverages for over 160 years. As an Austrian company located in the heart of Europe, Spitz meets the very highest quality standards and has excellent access to European growth markets. Spitz uniquely combines an extremely wide variety of product ranges and fields of production in the food industry. With some 700 employees, Spitz is one of the largest in its industry in Austria. Over 1,200 different products are based on the recipes of the company in Upper Austria.

### Specialised product range based on four divisions

In line with the company's product range and size, Spitz consists of four divisions:



The **beverages** division comprises alcoholic drinks such as Tuzemák, liqueurs, schnapps and brandy, vodka, hot beverages and sparkling wines, as well as non-alcoholic beverages such as fruit juices, syrups, energy drinks, soft drinks, water, near-water beverages, iced tea, sports drinks and children's beverages.



The **confectionery and bakery products** division produces and markets long-life bakery products such as wafers and biscuits, as well as fresh bakery products such as cakes, Swiss rolls, toast and sandwich bread.

The **sweet and savoury** division produces jams, fruit spreads, jellies, dessert sauces and fruit snacks in the "sweet" product range, and mustard, ketchup, mayonnaise, sauces, salad dressings and vinegar in the "savoury" product range.

The fourth division is in charge of **brand organisation**. It deals with the distribution of all branded products (Spitz, Gasteiner, Auer, Blaschke, Puchheimer and GOAL) belonging to the Spitz Group.

### Production and exports

Each day, some 1.2 million products are distributed from the site in Attnang-Puchheim, 50% of which are exported. Spitz's key export markets are within a radius of 500 kilometres. The company's food products are sold on 50 export markets, including the whole of Europe, as well as the Middle East, Asia and Africa. Some 4.6 million customers place their trust in Spitz products and the company's high quality standards each day.

**Both B2C and B2B – a broad range of products to meet customer-specific needs**

**Over 160 years of history – a look back at the past**



Spitz has two major strings to its bow on the market: its own brands and its private-label segment.

In addition, Spitz food products are available in both the food retail and hotel, restaurant and catering (Horeca) sectors. Spitz boasts extensive experience in the development and production of solutions tailored to suit the needs of its partners and companies in the food industry.

**S. Spitz GmbH has a long and successful past, dating right back to 1857. Key events and milestones in the company's history:**

**1857:** The company S. Spitz is established in Linz by Salomon Spitz.

**1935:** Spitz products are produced at the facility in Attnang-Puchheim. Fruit juices and syrups are added to the product range.

**1945:** Following the Second World War, the distinguished businessman Walter Scherb becomes head of Spitz and takes charge of its redevelopment. The company resumes the production of a wide range of spirits and fruit juices.

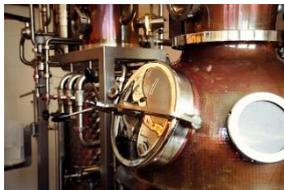
**1955:** Once the demarcation lines in Austria are removed, the company's distribution is expanded to the whole territory of the federal republic. In the period leading up until the end of the 1960s, distribution is systematically extended throughout Austria. Spitz becomes the market leader in the spirits (fruit brandy, Slivovitz, liqueurs) and fruit juice (syrups) segments.

**1970–1990:** Jams, mustard, mayonnaise and ketchup are added to Spitz's production and distribution range, and the construction of a production facility for bakery products enables Spitz to produce wafers too.

**1989/90:** Spitz establishes its own bakery and embarks on a major extension of its confectionery production areas.

**2000:** A new line for the production of chocolate-coated wafer rolls is built and commissioned. The production and filling line for ketchup is modernised, enabling the production of non-preserved products.

**2004:** POWER HORSE Energy Drinks GmbH is established. With a workforce of 55 people from 15 different countries, the company generates a turnover of EUR 24.6 million.



**2006:** PET to PET Recycling GmbH is established – an aseptic filling line for PET bottles and a new can-filling line are commissioned.

**2007:** Spitz celebrates its 150th anniversary and acquires a 51% shareholding in Gasteiner Mineralwasser GmbH.

**2008:** The start-up of Bio-Wärme Spitz GmbH allows Spitz to meet its own energy needs in an environmentally-friendly way and provide local heating for the Attnang-Puchheim area.

**2013:** Spitz acquires Auer-Blaschke GmbH & Co KG from the Dutch company Continental Bakeries, and so traditional Austrian confectionery products such as Auer wafer cake slices are again produced by an Austrian family business.

**2017:** Spitz celebrates its 160th anniversary and reaches a new milestone as an expert producer of spirits by opening a new distillery.

**2018:** In the first half of 2018, the opening of the Blaschke confectionery represents another milestone in the company's history. Products including the new mini Blaschke layer cakes are now produced there, providing for increased variety on supermarket shelves since last November.

**2019:** Gasteiner Mineralwasser, the leading mineral water business in western Austria, has been fully owned by food producer Spitz since the start of 2019. "As a family business, we're delighted to take the next step and the acquire the remaining shares in Gasteiner Mineralwasser," commented Walter Scherb Jr.

## Spitz values – our guiding principles

### **QUALITY – audited and certified premium quality from Austria**

At Spitz, quality is not just a matter of raw ingredients. It also stands for the high standards that we set ourselves. Spitz quality means targeted research and development, highly trained staff, continuous development and transparent processes, from the purchasing of raw ingredients and production through to marketing. Our quality assurance processes far exceed the product checks that are mandated by law. Our extremely high quality standards are demonstrated by the many prestigious certificates that we have been awarded (IFS, UTZ, RSPO, etc.).

### **SUSTAINABILITY – a principle that goes beyond the environment at Spitz**



As a traditional Austrian company, Spitz is committed to a diligent and sustainable approach to the environment. The construction of Spitz's own biomass power plant in 2008 represents significant progress in that respect. It enables 4.3 million litres of fuel oil and 600 tonnes of butane gas to be saved each year, corresponding to an annual reduction in CO<sub>2</sub> emissions of 17,100 tonnes. Spitz is also making a considerable contribution to climate protection by having its own rail link at its production site and by acquiring a shareholding in PET to PET Recycling GmbH.

For Spitz, sustainability also means providing the people who work for it – the company currently has approx. 700 employees – with stable jobs. As a trustworthy, attractive employer Spitz ensures economic stability in the region. Moreover, Spitz, which has been family-owned for over 160 years, has always been an unaffiliated company. That commercial autonomy allows Spitz to assume responsibility and take strong, stable decisions that benefit its staff, their families and the region as a whole.

"We're proud that all our products are made at a single location, in Attnang-Puchheim, which means that 100% of our value creation is in Austria," says CEO Walter Scherb Jr.

### **INNOVATION – innovative in every area**

Having been doing business successfully for over 160 years, Spitz has learnt to keep evolving and innovating. The company excels in the field of innovation thanks to the openness and creative spirit of its staff in all divisions. Its employees work together to continuously seek and identify new ways to enhance Spitz's products, technologies and production methods.



## Current facts and figures – new developments at Spitz

### **Spitz wins the Living Standards Award**

Spitz was one of five winners to receive the prestigious Living Standards Award at the Austrian Standards 2019 New Year reception. The independent Austrian Standards platform is committed to a transparent process for developing product standards.

### **Successful INEO recertification**

The INEO is awarded by the Upper Austria Economic Chamber to businesses that excel in training apprentices. Spitz currently employs 30 apprentices and was granted INEO certification in 2018 for the second time. The certification awarded by the Upper Austria Economic Chamber means that the company can officially designate itself an exemplary business for apprentice training from 2018 to 2021.

### **Investment of several million euros in optimised packaging**

To save resources, reduce packaging weight and cut CO2 emissions, the Austrian food producer Spitz regularly optimises its packaging. The company has invested several million euros in the fields of PET bottle production and baked goods, including new injection moulding machinery, Shorty caps and mono-layer film wrapping.

### **New photovoltaic system**

In early July 2018, Spitz connected a state-of-the-art solar power system to the grid to optimise energy efficiency at the Attnang-Puchheim production site. The company has invested EUR 1.3 million in that project.

### **Superbrands Austria Award**

As one of Austria's leading brands, Spitz garnered the prestigious Superbrands Austria Award in 2018. The rigorous selection procedure involved an Austria-wide public survey and assessment by an expert jury.

### **Green Brands Award**

The Green Brands label recognises brands that raise increasing public awareness about the importance of greater sustainability, environmental protection and healthy living. In March 2018, Spitz was awarded the Green Brands label.

### **Recognition as an exemplary Austrian company**

In February 2018, Spitz was again named an exemplary Austrian company ("Leitbetrieb Austria") for its sustainability and commercial performance. Following extensive screening, the "Leitbetriebe Austria" platform certifies exemplary companies that are committed to sustainable commercial success, innovation and social responsibility.

### **ISO certification**

Spitz takes a holistic approach and is committed to ongoing optimisation of the company's structures and processes. To make its commitment to high quality transparent and public, the Upper Austrian company was successfully audited according to the ISO international standards and awarded ISO 9001:2015 and ISO 14001:2015 certification by the Quality Austria in December 2017. This serves to demonstrate its ongoing development efforts, long-term focus on quality and its



environmentally-friendly, sustainable approach to Spitz's customers, suppliers, neighbours and owners.

## Product innovations

### Puchheimer fruit spirits – Spitz launches fruit spirits range



In 2018, Spitz added an exclusive fruit spirits line to its spirits assortment, its most successful product group. The long-standing company is renowned for its expertise as a producer of spirits. The Austrian business has been distilling premium-quality spirits, schnapps and liqueurs for over a century. Building on that expertise and the successful combination of selected ingredients, optimal production conditions and a flair for the special, last year Spitz went one step further and added the new premium Puchheimer fruit spirits to its range.

The Puchheimer range of the expert spirits producer comprises a total of ten fruit spirits. From Crown Prince Rudolf and Moravian rowan berry to wild raspberry, the names of the unblended Puchheimer fruit spirits speak for themselves. Only fully ripe, high-quality fruits are used for the fruit spirits, lending them their full aroma and subtle taste. The process involves smelling, tasting and refining until every single drop is perfect. The finesse and expertise of the fruit spirit sommelier and expert distiller Franz Strobl lend the fruit spirits a special touch. The purpose-built distillery that has been added to the factory in Attnang-Puchheim guarantees an absolute delight. With a filling capacity of 140 litres, it enables the production of some 150 bottles or 50 litres of Puchheimer fruit spirits daily. The distillery lends itself to small volumes, which means that fruit spirits can also be produced from rare ingredients, such as the current Puchheimer rarities: buckwheat, elderberry, wild medlar, Styrian pine and aronia berry.

### GOAL children's drinks – the healthy alternative for kids



In 2017, Spitz expanded its GOAL fruit juice line with three new drinks that are specifically designed to meet the needs of children. The juices – which are available in multi-vitamin (“Biene Maja”), cherry (“Prinzessin Emmy”) and apple and blackcurrant (“Wickie”) flavours – have high fruit content and no added sugar, making them an excellent healthy alternative to soft drinks and sweetened fruit juice drinks. For ease of use by children, the three GOAL products are sold in 330ml PET bottles with a re-closable sports cap to prevent dripping.

### Spitz syrups get a new look



Even much-loved classic products deserve a fresh design from time to time. To highlight the company's core values and to update the look of the Spitz syrups, the long-standing Austrian company has relaunched its syrups range. Since mid-2017, the elderflower, orange, raspberry and lemon, blackcurrant and sour cherry flavours have boasted a new design, featuring a fresh logo, typeface, images and claim.

## About the Spitz CEO – Walter Scherb Jr.

Effective 1 January 2019, Walter Scherb Jr., businessman and a member of the family that owns the Group, took over as CEO from Josef Mayer, who had led the long-standing Upper Austrian company for ten years. The appointment of Walter Scherb Jr. in the third generation of the family of owners means that a family member will lead the Group again for the first time in many years.

Walter Scherb Jr. had previously worked for the company for three years in various fields, acting most recently as Beverages Division Manager at Spitz. In parallel, Walter Scherb Jr. – who graduated with a Master's degree in Finance and Private Equity from the London School of Economics – founded Square One Foods, Europe's first strategic partner and investor for the food and beverage industry, together with his business partners Michael Goblirsch and Andre Schneider.

"In the past few years I became familiar with the various segments and facets of the Group from the ground up," says the now 29 year-old, commenting on his new position. "I benefited throughout from having Josef Mayer as an excellent mentor. By enhancing the Group's structures and processes, he laid the groundwork for sustainable growth and fully prepared me for leading the family business."





## Spitz at a glance

<b>Company name:</b>	S. Spitz GmbH
<b>Address:</b>	Gmundner Straße 27 A-4800 Attnang-Puchheim
<b>Website:</b>	<a href="http://www.spitz.at">www.spitz.at</a>
<b>Year of establishment:</b>	1857
<b>Ownership of Group companies:</b>	S. Spitz GmbH (100%) Gasteiner Mineralwasser GmbH (100%) Auer-Blaschke GmbH & Co KG (100%) PET to PET Recycling GmbH (20%)
<b>Turnover:</b>	EUR 251 million
<b>Management:</b>	Walter Scherb Jr. (CEO) Horst Neuhauser (CFO)
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