



# PRESS RELEASE

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## LOTUS BAKERIES OPENS PRODUCTION FACILITY FOR NĀKD® BARS IN SOUTH AFRICA



Wolseley, South Africa, February 7 2024 – Yesterday, Lotus Bakeries celebrated the inauguration of its state-of-the-art production facility for nākd® Bars in Wolseley, South Africa. This development reflects the company's commitment to local production, job creation, and sustainability.

As of 2024, nākd® bars will also be produced by Lotus Bakeries in Wolseley. The new nākd® production facility, adjacent to the existing BEAR® production site, underscores Lotus Bakeries' dedication to fostering local production and making a positive impact on the surrounding communities. This expansion positions the South African site as the second-largest production site for Lotus Bakeries, contributing significantly to the local economy and employment opportunities.

This emphasis on expansion is evident in the strategy employed by Lotus Manufacturing South Africa. The brand, nākd®, under the umbrella of Lotus TM Natural Foods, was formerly exclusively produced by a co-manufacturer in the UK. Fuelled by increasing sales and internationalization efforts, the primary goal is to secure robust production capacity and establish control over the entire production chain. This strategic initiative is significant for addressing current global challenges and ensuring a resilient, self-sufficient operation.

Since its opening in 2019, the Wolseley facility has experienced substantial growth, now producing over 170 million Fruit Rolls. Jan Boone, CEO Lotus Bakeries expresses his gratitude: *“Five years ago, we started this venture with high hopes and strong ambitions. Today, I can say that we have exceeded our initial goals, targets and expectations. The dedication, winning spirit, and ‘focus on quality’ of all our employees has been the key factor in our success here at Wolseley.”*

*“South Africa was strategically selected as the production site for nākd® based on the proven success of BEAR® production in recent years.”* continues Isabelle Maes, CMO Lotus Bakeries and CEO Natural Foods. *“The decision was significantly influenced by the proximity of the adjacent plant and the expertise of the local workforce. The new nākd® facility will mainly generate international volumes, while the co-manufacturer in the UK continues to produce for the UK market.”*

To celebrate this milestone, not only the Lotus Bakeries Executive Committee came over to the Wolseley site. Also Mister Jansen the Belgian Ambassador to South Africa, the Consul General and Mayor were present. And finally, Prime Minister Alan Wide conveyed his congratulations via video during the opening event. With thunderous enthusiastic applause by the employees as a result.

The expansion also aligns with Lotus Bakeries’ sustainability ambitions. With over 700 employees in Wolseley, the company is a significant employer in the community. Also, Lotus Bakeries’ social impact was recently recognized with a visit by the Belgian King and Queen, highlighting the company as a preferred employer. In addition, the Wolseley plants are proud owners of one of the region’s largest solar panel installations, combined with a battery solution ensuring 16 hours of self-sufficiency in electricity production.





Looking ahead, Lotus Bakeries continues to have ambitious plans for South Africa. The company is excited about the future and remains dedicated to its mission of providing healthy and sustainable snacks to global markets.



#### Lotus Bakeries in a nutshell

Lotus Bakeries, founded in 1932, operates worldwide in the indulgent and natural snacking segment with brands including Lotus®, Biscoff®, nākd®, TREK®, BEAR®, Kiddylicious®, Peter's Yard®, Dinosaur®, Peijnenburg® and Annas®. Headquartered in Belgium, Lotus Bakeries is a dynamic and internationally oriented company with production facilities in Belgium, the Netherlands, France, Sweden, South Africa and the United States. A third production facility for Biscoff is current under construction in Thailand and will be operational by 2026. It has 23 own sales organizations in Europe, America, Asia and Australia. Lotus Bakeries also works with commercial partners in approximately fifty countries worldwide. Lotus Bakeries has around 3,000 employees and achieved a revenue of EUR 1,063.0 million in 2023. The shares of Lotus Bakeries are listed on Euronext Brussels. The majority of shares are owned by the Boone and Stevens family.

#### BEAR® and nākd® in a nutshell

Since 2015, Lotus Bakeries have invested in the natural and healthy snacking category with a focus on the strong brands of nākd®, BEAR®, TREK and Kiddylicious. The Natural Foods brands are headquartered in Switzerland and have production facilities in South Africa. BEAR®'s mission is to make healthy snacking easier for parents and more fun and engaging for kids. BEAR® Fruit Snacks are made with real fruit, no added sugar or juice concentrates and they are gently dried to preserve the fruit fiber. BEAR® is present in more than 30 countries and its growth in the recent years has been outstanding. nākd® is all about making tasty and natural snacks while keeping things simple. The nākd® raw fruit and nut bars are made from 100% natural ingredients, no added sugar, just fruit and nuts pressed together. Operating in over 20 countries, nākd® has experienced a remarkable growth in the last years.

#### For more information please contact:

Jan Boone - CEO  
Tel. +32 9 376 26 14

Emma Van Praet - Corporate Communications Manager  
emma.vanpraet@lotusbakeries.com  
Tel. +32 9 376 69 20

Further information about Lotus Bakeries can be found on [www.lotusbakeries.com](http://www.lotusbakeries.com)