



## **Press Release**

Date: February 2014

### **Oldest Demeter children's food manufacturer expands company structure**

## **Anne Mutter appointed chair of Holle's executive management board**

Holle baby food GmbH is expanding its executive management team in the person of experienced business economist Anne Mutter. As chair of the executive management board the 50-year old will be responsible for quality management, procurement, finances and the HR and IT departments, effective immediately. Marketing and sales will remain in the hands of Udo Fischer and Peter Kropf, the owners of the family-run business. This addition to Holle's top management is a response to the company's positive growth which far exceeds the industry average – and thus also to the further development of organizational structures which has become necessary as a result.

“With Anne Mutter we are focusing on consistent development of our management capacities. This will allow us to react even better to the increasing international challenges with which we are faced, for example with regard to raw materials markets,” says Udo Fischer explaining the decision to expand Holle's management team.

Graduate business economist Mutter brings many years' experience as CFO and CEO of various companies to Holle baby food GmbH. The focus of her work at the company will, in particular, be on the organization and further development of a range of business processes. “We plan, for example, to strategically expand the high demand for Holle products by cooperating with raw materials suppliers,” says Mutter.

Infant formula milk; baby porridges; jars; weaning oil; teas and snacks are all items included in the Holle product range, which now numbers over 60 articles and is sold in over 40 countries around the world. The company, headquartered in Riehen/Basel on the German-Swiss border and now also with a logistics centre in German Grünsfeld (Baden-Württemberg), summarizes the secret of its success in one single sentence: Ever since its founding in 1933 Holle has focused on anthroposophical nutritional principles, uncompromisingly refusing to use chemical processing agents and additives. In 1999 Udo Fischer and Peter Kropf founded the company Holle baby food GmbH, after having previously acquired the global trademark rights to Holle baby food.





## Press Release

Date: February 2014

*About Holle baby food GmbH:*

*Holle baby food GmbH manufactures Demeter quality organic baby food. The company has sites in Riehen (Switzerland) and in Grünsfeld near Tauberbischofsheim (Baden-Württemberg/Germany). The product range includes infant formula milk, baby porridges and jars. Baby weaning oil, teas and snacks round off the comprehensive offering. Holle products are sold in 41 countries. The company, founded in Switzerland in 1933, is the market leader in Germany's organic specialist retailer segment and a founding member of [www.babyclub.de](http://www.babyclub.de), with 700 000 visitors a month the most successful organic internet portal for new parents. [www.holle.ch](http://www.holle.ch)*

Contact:

Holle baby food GmbH

Viola Hechinger (Management Marketing), [vhechinger@holle.ch](mailto:vhechinger@holle.ch), Tel. +41 (0) 61 645 96 02



**Photo caption:** Anne Mutter has joined Peter Kropf and Udo Fischer as a member of Holle baby food GmbH's executive management team, effective immediately.

**(Source:** Holle baby food GmbH)

