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By New Vision Reporter

The Amatheon Agri Group, the Berlin-based agri and food company, yesterday entered into an agreement to purchase More Beef Limited, the Zambian meat processor and butchery operator. The transaction will be executed through the Amatheon subsidiary, The Real Meat Company Limited, in which Amatheon agreed to acquire a controlling stake in September 2014 (pending regulatory approval).

More Beef is the number two operator of butchery shops and has a strategic partnership with the fast growing Pick n Pay retail chain. It also owns the Buccamore brand, a producer of processed meat products. The company has a turnover of close to US\$15 million and employs over 200 people. Significant growth is forecasted as the company's main customer, Pick n Pay, is fast implementing its shop expansion program and Zambian meat consumption is continuing to grow.

Carl Heinrich Bruhn, founder and CEO of the Amatheon Agri Group, said: "We are very excited about acquiring a second building block in our strategy to become a leading player in Zambian meat products. We see great potential for growth of More Beef, as we will safeguard its brand, unique positioning and operational competence,



Carl Heinrich Bruhn, founder and CEO of the Amatheon Agri Group

but also create the opportunity for leveraging synergies across our meat processing and farming operations."

The Amatheon Agri Group comprises sustainable farming, trading and food processing operations in Sub-Saharan Africa. Alongside Amatheon's three business pillars, Amatheon invests in sustainable land acquisition and development as well as farming concepts.