



Press release

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Toms Group makes historical investment in further chocolate growth

The confectionery manufacturer of classics such as Toms Kæmpe Skildpadde, Guld Barre and Ga-Jol is now ready to make a historically large investment that will ensure a competitive platform for continued growth of its iconic products.

Toms Group makes a major three digit million investment in expanding its production capacity and ensuring a modern competitive and coherent supply chain. The company invests in its production facilities in Ballerup and Hvidovre, and also the present activities in Poland will see further expansions by building a new factory.

-”It is one of the largest investments in Toms’ history, and it is an important step in executing our ambitious growth strategy and increasing our market shares in Denmark, Germany and other markets”, says CEO Carsten Lyngsø Thomsen.

Safeguarding iconic classics

According to Carsten Lyngsø Thomsen it calls for modernization, increased competitiveness and capacity to ensure a future of the company’s many iconic classics:

-”The investments reinforce the expansion and continued modernization of our production, and ensure a competitive platform for further growth. Our brands are strong, well-known and all have a long history. We are strongly committed to preparing these brands for the future, and we also welcome new classics into our present portfolio of renowned brands such as Guld Barre, Chocofant etc.”

A more global company

Especially Anthon Berg liqueur filled chocolate bottles see a growing popularity in our international markets, and Toms Group is a global company with facilities in more countries and sales in more than 40 export markets. Carsten Lyngsø Thomsen expects this development to continue:

- ”Growth requires investments, innovation and courage to do things differently. It has been part of Toms’ DNA ever since Victor B. Strand bought the company in 1942. We are constantly developing our icons and new concepts, i.a. fueling our sponsorships and investing in the large-scale brand rejuvenation of our German premium brands Hachez and Feodora”.

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