

Press Release 22.11.17

Izico Food Group and Goodlife Foods join forces

As of Wednesday 22nd November Goodlife Foods will join Netherlands based Izico Food Group further strengthening Izico's position in the UK market. In 2015 Izico Food Group took their first step into the UK with the acquisition of Frozen Foods business Daloon Foods who have a significant and growing presence in the Frozen Meat Free and Party Food categories. The addition of Goodlife confirms the organisation's strategy to develop their UK business going forward and to cement their position as a leading supplier in their chosen categories.

About Goodlife

Goodlife Foods have over 25 years experience producing Vegetarian products for both the Retail & Foodservice channels in the UK. Operating within the Frozen Foods category the Goodlife team have built a vibrant brand with a product portfolio that targets the growing consumer need for vegetarian options. With products ranging from a Spicy Vegetable Beanburger to a Mushroom and Spinach Kiev, the Goodlife team firmly believe that the fresh and tasty vegetables should be the star of the show!

Combined Business

Izico UK Commercial Director Jez Threadgold commented "The Goodlife Brand perfectly compliments our existing Meat Free business and we look forward to driving further growth in this exciting product category with both existing and new customers. The growing awareness of frozen food quality and the rise in demand for vegetarian products leaves us perfectly positioned to fulfil consumer's needs, not only in the UK but also throughout Europe".

About Izico

This announcement comes just three weeks after Izico Food Group confirmed the successful purchase of Dutch business De Vries Van Oers, a frozen snacks supplier operating predominantly in the Food Service sector throughout the Netherlands and Belgium. Izico Food Group is a leading European supplier of frozen snacks in both private label and brands with names including Daloon, Beckers and Bicky. Including the recent additions to the organisation the group now operates from 8 sites located in 4 different countries across Europe.

For further information:-

Izico Food Group UK
C/O Daloon Foods
3 Brunel Drive
Newark
NG24 2EG
Tel: 01636 701000
Sales@daloonuk.com

Jez Threadgold, Commercial Director UK, Izico Food Group