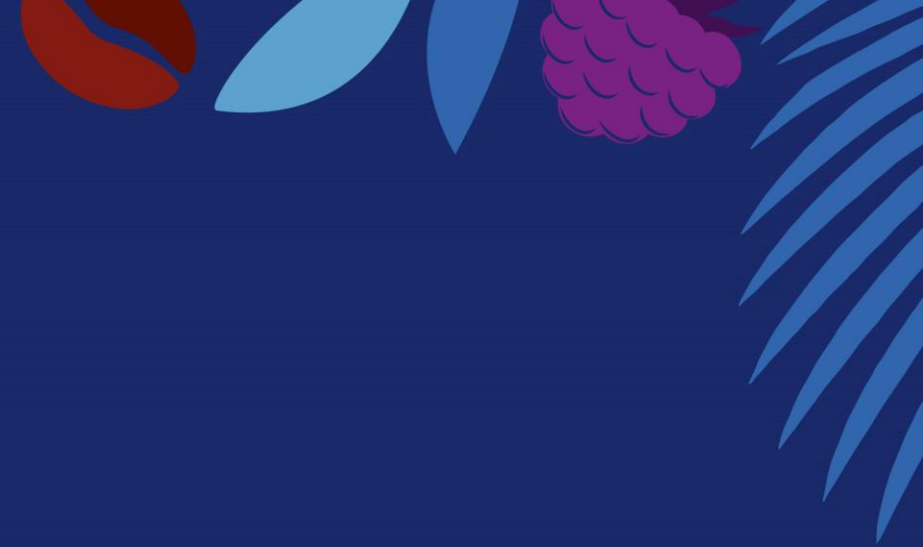




# Company Presentation

June 2026



01

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About Mövenpick

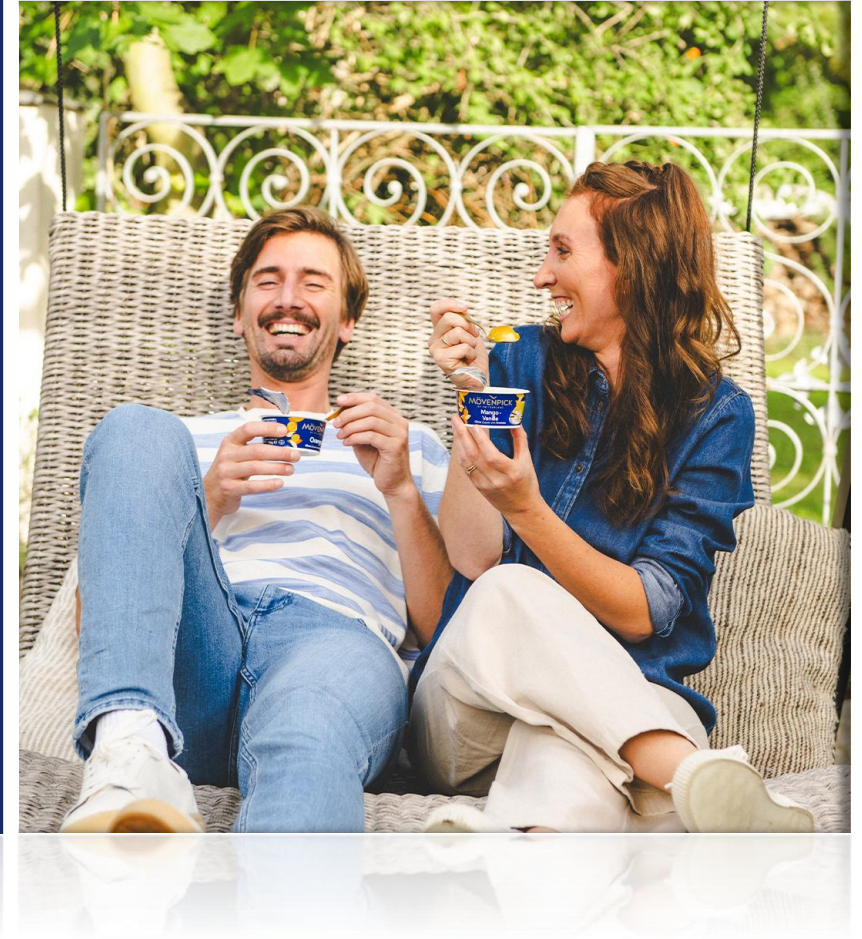


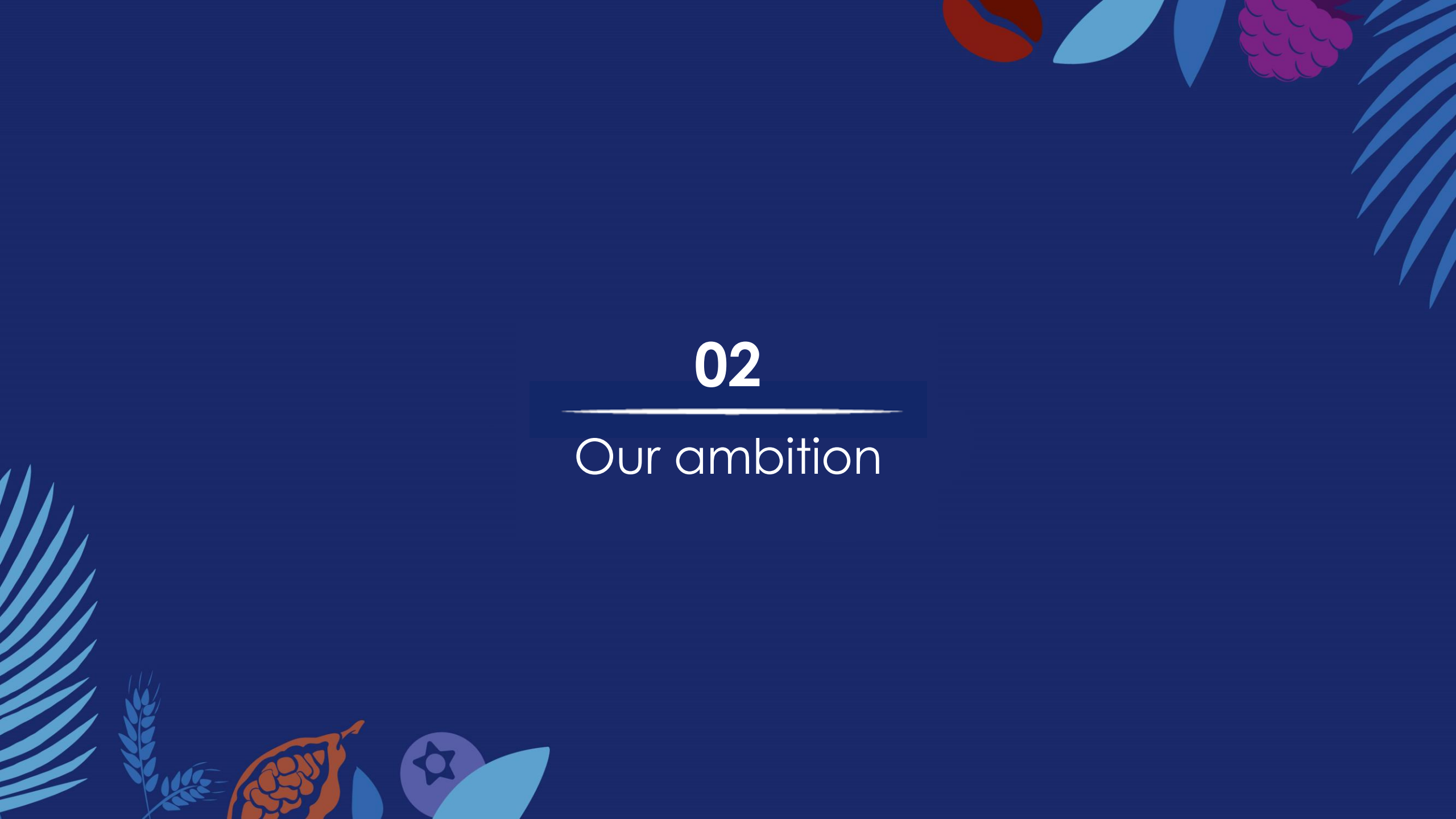
# Our Mission



At Mövenpick, we are committed to crafting  
**premium, high-quality** food that  
brings **joy** to people.

We blend **excellence** with **indulgence**,  
creating '**best taste**' experiences that inspire  
**happiness** and **delight** in every bite.



The slide features a dark blue background with stylized botanical illustrations in the corners. The top right corner includes a red coffee bean, light blue leaves, a purple raspberry, and a blue fern frond. The bottom left corner features a blue fern frond, a wheat stalk, an orange chili pepper, a purple star-shaped fruit, and a light blue leaf.

02

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Our ambition



‘We aspire to be the  
**leading, multi-category,  
premium food brand,**  
renowned for delivering the  
**best taste.’**

# FY 2025 - Key figures at a glance



## Present in 60+ markets



€ 41.0 Mio.



€ 9.0 Mio.



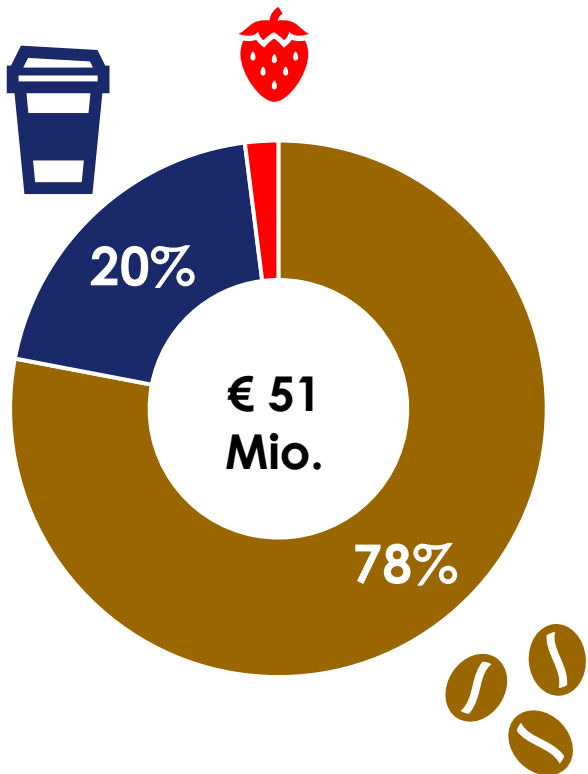
€ 0.7 Mio.

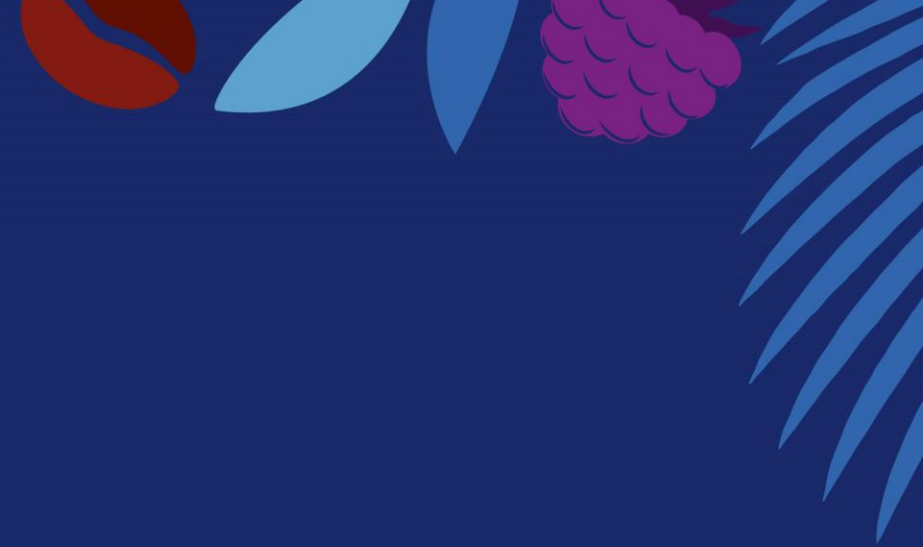


€ 0.3 Mio.

Top 5 represent 55% &  
Top 15 represent 85%

|                |  |      |
|----------------|--|------|
| Litauen        |  | 10.5 |
| Niederlande    |  | 4.3  |
| Polen          |  | 5.3  |
| Tsch. Republik |  | 4.4  |
| Dänemark       |  | 1.5  |
| Frankreich     |  | 3.1  |
| V.A.E.         |  | 1.8  |
| Slowakei       |  | 2.1  |
| Rumänien       |  | 1.7  |
| Belgien        |  | 2.2  |
| Hongkong       |  | 1.1  |
| Türkei         |  | 1.4  |
| Taiwan         |  | 0.7  |
| Jordanien      |  | 0.6  |





03

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## Mövenpick Heritage



since 1948



"We don't do anything extraordinary; we're simply successful because we do ordinary things in an extraordinary way."

**Ueli Prager - Founder**

# Key milestones in the history of Mövenpick



Opening of the first Wine store, marking the brand's entry into wine retailing



Introduction of Mövenpick Ice Cream, which would become a globally recognized product



Expansion of the fine food assortment, including jams, spreads, and other gourmet products.



Mövenpick Ice Cream brand sold to Nestlé, but Mövenpick Fine Foods continues to operate independently

**MÖVENPICK**

1948

1962

1963

1968

1973

1987

1995

2003

2025



First restaurant opens in Zurich, pioneering a new style of modern hospitality



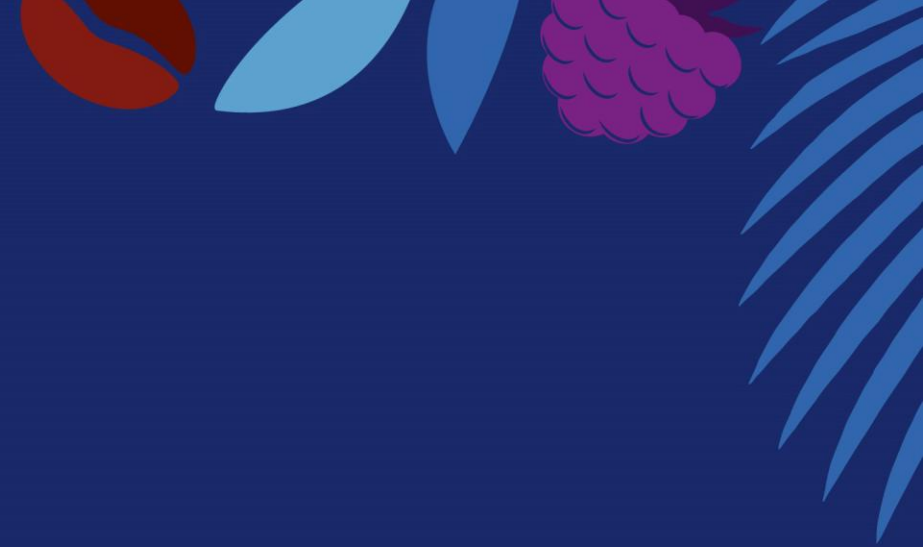
Launch of Mövenpick Coffee, establishing the Mövenpick Fine Foods business segment



Establishment of Mövenpick Hotels & Resorts, with two hotels opening near Zurich



Launch of dairy products, such as creamy yogurts



04

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## The Mövenpick Brand



# Overview Mövenpick brand ownership



## Brand owner

MÖVENPICK  
— FINE FOOD —

MÖVENPICK  
WEIN

Mövenpick Holding AG



MÖVENPICK

Société des Produits Nestlé S.A.



Accor SA

## Licensees

J.J. DARBOVEN



UCC  
Every coffee, every moment



WeserGold



FRONERI

MÖVENPICK  
HOTELS & RESORTS

# Mövenpick Fine Food - Brand Positioning

Consistent focus on the core driver

**Passionate for best taste** is at the heart of Mövenpick and shapes everything we do, from product development to communication.

At the same time, Mövenpick is embracing the idea of a “**clear conscience**” to help consumers make **healthier** and **more sustainable** choices.

By **working closely** with our partners to **select** ingredients, **develop** recipes, and **oversee** production, Mövenpick ensures the **quality** and **outstanding taste** of its products.



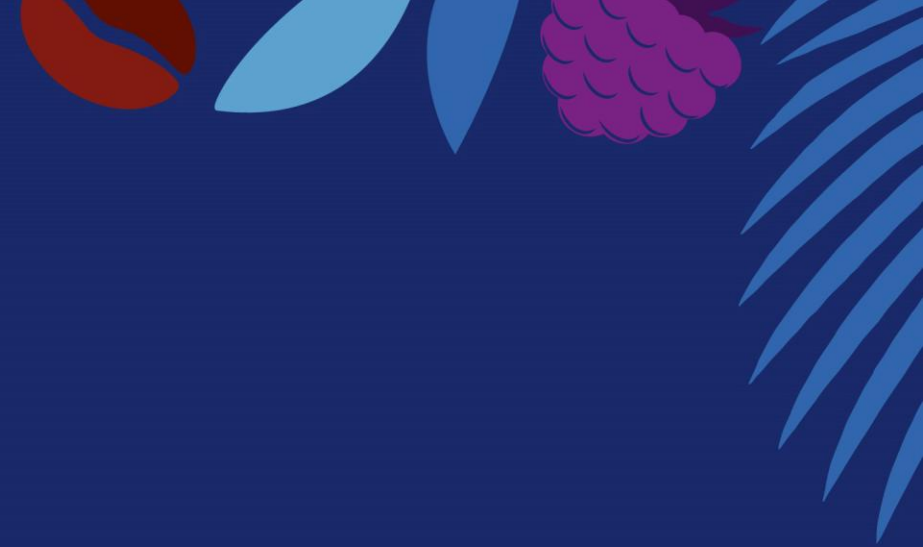
# Why Mövenpick



We craft indulgence by turning the everyday into moments of pure delight.

The purpose of Mövenpick Fine Food is to create premium, high-quality food products that deliver exceptional and authentic taste, rooted in over 70 years of Swiss culinary tradition. Driven by passion and innovation, Mövenpick focuses on using natural, unprocessed raw materials and careful craftsmanship to develop unique recipes that offer consumers a superior taste experience.





05

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The Mövenpick Portfolio



# Roasted Coffee – Ground Range

Shelf Life: 17 months ♦ Origin: Germany ♦ Storage: Ambient <+20 °C



# Roasted Coffee – Beans Range

Shelf Life: 15 months ♦ Origin: Germany ♦ Storage: Ambient <+20 °C



500 g



500 g



500 g



1000 g



1000 g



1000 g



1000 g



1000 g



1000 g



# Roasted Coffee – Capsules Range

Shelf Life: 18 months ♦ Origin: Netherlands ♦ Storage: Ambient 18-22 °C



## ESPRESSO

## Lungo



# Roasted Coffee Range

Shelf Life: 18 months ♦ Origin: Switzerland ♦ Storage: Ambient <+20 °C



**Drip**  
70 g



## Beans

### Ground

500 g



### Beans

500 g



500 g



500 g



500 g



1000 g



1000 g



1000 g



1000 g



# Roasted Coffee – Capsules Range

Shelf Life: 24 months ♦ Origin: France ♦ Storage: Ambient 18-22 °C



## ESPRESSO



## Lungo



## Bulk





# Instant Coffee Range

Shelf Life: 36 months ♦ Origin: Belgium ♦ Storage: Ambient <+20 °C



1.8 g



100 g



200 g





# Yoghurt - Moments of Joy 100g Range

Shelf Life: 9 months ♦ Origin: Germany ♦ Storage: Chilled +8 °C



**STRAWBERRY**



**PEACH-  
PASSIONFRUIT**



**RASPBERRY**



**SWEETENED**



**BLUEBERRY**



**MANGO-  
APRICOT**





# Yoghurt – Greek Style 100g & 400g Range

Shelf Life: 9 months



Origin: Germany



Storage: Chilled +8 °C



PLAIN



MANGO-  
VANILLA



FOREST  
FRUIT



STRAWBERRY



LEMON  
CURD



PLAIN



MANGO-  
VANILLA



VANILLA



# Drink Greek Style 200ml Range

Shelf Life: 9 months ♦ Origin: Germany ♦ Storage: Ambient +4-25 °C



PLAIN



STRAWBERRY



COCONUT



# Iced Coffee 220ml Range

Shelf Life: 9 months ♦ Origin: Germany ♦ Storage: Chilled +8 °C



**SALTED CARAMEL**

**MACCHIATO**

**CAPPUCINO**

**ESPRESSO**



# Pudding 150g Range

Shelf Life: 6 months ♦ Origin: Germany ♦ Storage: Chilled +8 °C



## SWISS CHOCOLATE



## BOURBAN VANILLA





## ASSORTMENT 1

**STRAWBERRY**  
**BLUEBERRY &  
BLACK CURRANT**



**CHERRY**  
**PEACH &  
PASSION FRUIT**



## ASSORTMENT 2

**MANGO &  
VANILLA**  
**RASPBERRY**



**CHOCOLATE**  
**LEMON**



## ASSORTMENT 3

**STRAWBERRY &  
RHUBARB**  
**APRICOT**



**MANDARIN - LIME**  
**GRAPE - BLACK  
CURRANT**





# Fruit Spreads 250g Range

Shelf Life: 12 months ♦ Origin: Germany ♦ Storage: Ambient <+25 °C



# Hazelnut Spread 300g Range

Shelf Life: 16 months ♦ Origin: Italy ♦ Storage: Temperature controlled 16 - 20 °C



**HAZELNUT  
SPREAD**



**HAZELNUT & MILK  
SPREAD**



# Cake Range

Shelf Life: 45-77 days ♦ Origin: Germany ♦ Storage: Temperature controlled 16 - 18 °C



**CHOCO SALTED CARAMEL, 2 x 55 g (63 DAYS)**

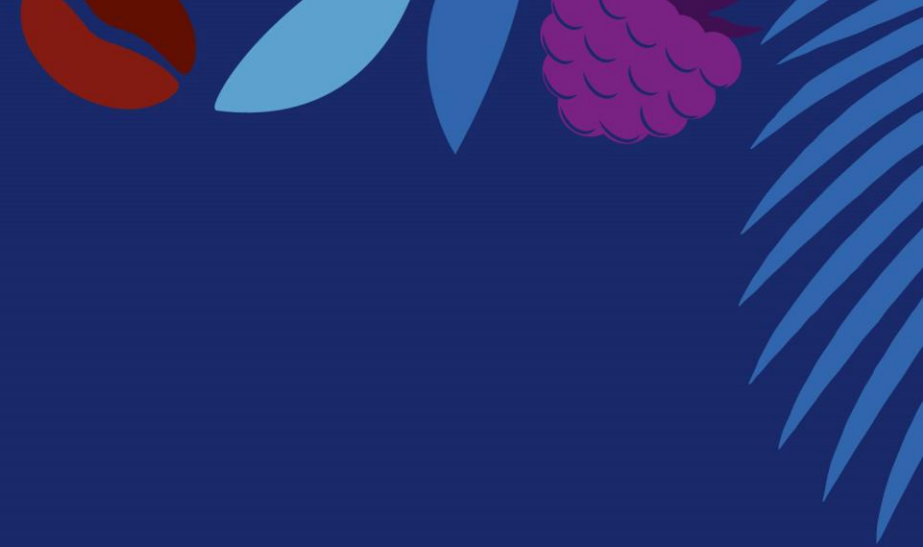


**MINI BROWNIE MULTIPACK, 140g (70 DAYS)**



**BROWNIE MULTIPACK, 300g (77 DAYS)**





# MÖVENPICK

— FINE FOOD —

