

Petrol PLAZA

REWE acquires 100% shares of Lekkerland Group

The merger is set to create a European retail powerhouse looking to play a major role in the on-the-go market.



REWE Group acquires Lekkerland Group by taking over 100% of shares in Lekkerland AG & Co. KG. The news was announced today by the CEO of REWE Group, Lionel Souque, and the CEO of Lekkerland AG & Co. KG, Patrick Steppe.

With on-the-go consumption is one of the areas offering the most growth prospects in food retail, REWE wants to add Lekkerland's logistical network and wholesale expertise to its existing strengths in goods and category management.

"On-the-go and out-of-home consumption are among the strongest trends in our sector, and their importance is set to grow further," said Lionel Souque, CEO of REWE Group.

The company has invested heavily in the development of its convenience range, including the expansion of its convenience store format REWE To Go, which can be found at Aral petrol station

across Germany.

“The combination of this and Lekkerland’s specialised logistics and extensive wholesale and convenience expertise is a convincing recipe for future success in an important segment of the food retail market. This applies here in Germany just as much as in other European countries where Lekkerland does business,” added Souque.



Rewe To Go at Aral station

The cooperatively organized REWE Group is one of the leading trade and tourism groups in Germany and Europe. In 2018, the company generated a total external turnover of around 61 billion euros. Founded in 1927, REWE Group operates with 360,000 employees in 22 European countries.

“We as a wholesaler and REWE with its goods and retail expertise have over 150 years of experience combined. Not least because of our respective corporate values, we think and do business similarly, even though at different levels of the selling process,” explained Patrick Steppe, CEO of Lekkerland AG & Co. KG.

Lekkerland services around 91,000 points of sale in seven European countries and its assortment features the latest brands and own-label products. Its customers include service stations, kiosks, convenience stores, bakeries, food retailers and quick service restaurants. Lekkerland employs around 4,900 people across Europe. It turned over 12.4 billion euros in the 2018 financial year.

In 2016, Lekkerland presented its own convenience store concept under the brand ‘Frischwerk’ and has already trialled it in a number of service station in Germany.

The planned merger of the companies is subject to clearance by the anti-trust authorities.