

PLUTA attorney Patrick Meyerle delivers investor solution: Rauch acquires Kloster Kitchen

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International fruit juice manufacturer Rauch has acquired the German functional drinks brand Kloster Kitchen. With this integration, the family business is expanding its portfolio to include a leading producer of organic ginger shots in the German-speaking region and strengthening its position in the high-growth functional beverage market, while safeguarding the brand, site and jobs. The transaction has been coordinated by Mr Patrick Meyerle from PLUTA Rechtsanwalts GmbH.

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Kloster Kitchen is a strong brand and the perfect fit for our strategic vision. The combination of functional premium products with high brand recognition and our international strengths in production, sales and marketing provides the ideal foundation for further developing the brand and fostering international growth.

Mr Daniel Wüstner, managing director of Rauch

Kloster Kitchen: ginger shot pioneer

With Kloster Kitchen, Rauch has gained an established premium brand that has been considered a pioneer in the area of organic ginger shots since it was founded by Mr Mario Fürst in 2015. It has successfully positioned itself in the market with its high-quality organic ingredients, traditional monastery recipe and signature use of real pieces of ginger.

Further growth and site continuity secured

The Reichenschwand site and the company's 29 jobs have therefore been saved. Issues had arisen after a period of strong growth, when the shareholders of the parent company, Curameo AG, failed to reach agreement on future financing. In the insolvency proceedings that followed, insolvency administrator Mr Patrick Meyerle from PLUTA Rechtsanwalts GmbH succeeded in delivering a sustainable long-term solution with Rauch. As a result, Kloster Kitchen can now build on its successful development to date under the umbrella of the Rauch Group. Founder Mr Mario Fürst will support the company in an advisory capacity during the integration phase.

Together, we have created a sustainable basis for the future of the company, its employees and the Kloster Kitchen brand.

PLUTA attorney Mr Patrick Meyerle, in his capacity as insolvency administrator

Growth potential through additional functional value and the rise of healthy living
Alongside the strong brand positioning, the acquisition opens the door to new opportunities for Kloster Kitchen's further development on an international scale. The combination of the brand's well-established multichannel approach and the Rauch Group's international sales strength provides

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Insolvency

the ideal foundation for tapping into new markets, target groups and sales channels. At the same time, the acquisition has strengthened Rauch's innovation portfolio in the high-growth functional beverage segment.

About PLUTA

PLUTA helps corporates through legally and financially demanding situations. We support them at every stage of the company life cycle – in mergers & acquisitions (M&A), in restructuring, and through turnaround and going-concern solutions in a crisis or an insolvency. Where it helps, PLUTA restructuring specialists also step into management roles. Founded in 1982, PLUTA has grown steadily and today employs more than 600 people in Germany, Spain and Italy. More than 300 of them – business specialists, business graduates, lawyers, commercial lawyers, tax consultants, auditors, sworn auditors, economists, banking specialists, accountants, engineers and specialists in insolvency administration, many of them holding more than one qualification – work out solutions that are practicable and make commercial sense. PLUTA ranks among the leading restructuring firms, as rankings and awards from WirtschaftsWoche, Focus, Handelsblatt, brand eins, INDat, JUVE, The Legal 500 and the Lexology Index confirm. More information at www.pluta.net.

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