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News release: CPP to acquire significant long-term shareholding in Raab Vitalfood

< Munich, 30 September 2022 > CPP has signed an agreement to acquire a significant long-term shareholding in Raab Vitalfood GmbH, a leading producer of plant-based food supplements in Germany (raabvitalfood.com). Headquartered in Rohrbach/Ilm, Bavaria, Raab Vitalfood is known for its outstanding scientific capabilities in unlocking the power of plants to the benefit of a sustainable and long-lasting human life. Terms of the deal remain undisclosed.

Founded in 1989, the family firm is led by Dr. Andreas Raab, a leading European molecular and microbiologist in the field of secondary plant substances. Dr. Raab is the nephew of the company founder Michael Raab and is excited about the transaction: „With the investment of CPP, we gain access to an outstanding network and expertise across the entire value chain of food & beverages. We are gaining capabilities we have been dreaming of for a long time. Moreover and most importantly, we have found a truly long-term thinking partner and achieved a strong commitment to jointly unlock the power of plants in the growing free-from and organic plant-based food supplements category."

Michael Koeppl, CPP Managing Partner, comments on the deal: „While our investment approach is centred around the stability of the food & beverage value chain, we understand that several megatrends are shaping this unique industry decisively. We regard Raab Vitalfood as well positioned to benefit from a number of those: The company caters growing consumer needs such as longevity and sustainability and benefits from a rigorous scientific research approach in product development. Moreover, the entire team strives for operational excellency and the highest level of integrity in doing business. Therefore, the deal not only makes sense economically – equally important we found a shared believe in a true partnership approach. We are convinced that working with the right partners is crucial also and especially in turbulent times. We found those partners in Raab Vitalfood."

About CPP
Consumer Perpetual Partnership (CPP) is a consumer- and quantitative research driven investment firm, focused on the entire value chain of food & beverages. The company invests asset-class agnostic and with long-term time horizons in order to capitalize on firm-specific competitive advantages across value chain constituents and on differences between value and price. In a value chain shaped by consumer megatrends, CPP is consequently addressing climate change and regenerative agriculture, healthy living, the dispersion of retailing and the transition from a brand-only to a feature-driven food consumption environment.

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