



Snack producer Beltaste-Vanreusel acquires Dutch artisanal croquette producer Oma Bobs

Hamont (B) / Aalsmeer (NL) - December 19, 2019 - Belgian snack producer Beltaste announces that it will acquire the Dutch croquette producer Oma Bobs early January 2020. Both family businesses share the same vision, continuously offering quality products and services to its customers. Through the acquisition, Beltaste strengthens its presence in the Dutch market.

Beltaste, founded in 1953, is a family business and one of the main producers within the snacks market for out-of-home consumption in Belgium and the Netherlands. Thanks to the acquisition of Oma Bobs, Beltaste can strengthen this position even further.

Oma Bobs is a producer of artisanal croquettes and “bitterballen”, founded by Jurgen and Saskia Ottenhoff. Their story started as restaurant owners, where they served their own croquettes. Later they also delivered their products to other restaurants in Amsterdam and the surrounding area. The success story continued and in 2011 they started in-house production in their own factory in Aalsmeer. The traditional character of the products has been preserved at all times.

For Beltaste this is an important next step in its growth strategy and ambition to further strengthen its presence in the Netherlands. The company envisions Oma Bobs to become one of the largest artisanal producers of croquettes in the Netherlands, without sacrificing the quality for which Oma Bobs is known.

Paul-Emmanuel Vanreusel, CEO of Beltaste, is delighted with the agreement: *“We are very excited to acquire Oma Bobs and are proud that Jurgen and Saskia have given us the confidence to continue their success story. Oma Bobs has unique expertise, which makes their products among the best on the market. Our intention is to continue the company’s growth trajectory, while retaining its independent, unique and artisanal character. ”*

This is also a special moment for Jurgen and Saskia Ottenhoff: *“We are proud of what we built. The quality of our products and the accompanying services have always been our first priority. We are delighted that with Beltaste we found a partner that shares the same values. Our customers can therefore count on the same quality and service. ”*

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About Beltaste

Beltaste is a well-known snacks brand since 1953. The Belgian snack producer that started with patés and sausages under the Vanreusel Snacks brand gradually developed into a leading player for high-quality frozen meat snacks. The company is the Belgian market leader for snacks towards friteries and a challenger in the Dutch cafeteria market. Beltaste markets cervelas, satés, frikandels, hamburgers, meatballs and various croquettes under the Vanreusel brand and through private label. The company has production sites in Hamont (Belgium) and in Mòrahalom (Hungary), employing over 250 employees. Beltaste realizes a turnover of approximately 50 million euros.

About Oma Bobs

Oma Bobs is a producer and supplier of a wide range of artisanal snacks. The company started 19 years ago at the kitchen table of a restaurant and developed into a ragout specialist with 25 employees. The product range of Oma Bobs consists of croquettes, "bitterballen", mini croquettes and bites, including products with fish and meat but also meat-free products that are in line with the vegan trend. Oma Bobs delivers exclusively to the catering industry and wholesalers. At Oma Bobs, taste is the number 1 priority!