

**Arvid Nordquist and Kellogg starts cooperation**

The Swedish family business Arvid Nordquist HAB is taking over the commercial responsibility of Kellogg´s business in the Swedish market. The agreement will come into effect 1st of January, 2016, and means that Arvid Nordquist will be responsible for sales and distribution of all Kellogg’s products on the Swedish market including Pringles Chips.

Kellogg was founded in 1906 and is primarily known for its Corn Flakes. The company has been in Scandinavia since 1929. Today the company offers a wide range of breakfast cereals. In 2012 Kellogg acquired Pringles chips, which also will be included in Arvid Nordquist's portfolio. The two brands together represent approximately 600 million SEK in annual sales to consumers in Sweden.

- We are obviously very proud to take over responsibility for sales and distribution of Kellogg’s and Pringles. These are two strong, global brands with iconic status. For us, the agreement is also a confirmation that Arvid Nordquist has an attractive and well-functioning business model. The agreement means that Arvid Nordquist continues its growth and will now strengthen its organization further in all relevant departments, says Håkan Ljungqvist, Directorand Head of Coffee and Food at Arvid Nordquist.

- Arvid Nordquist has a very strong position in the Swedish market and provides us with a commercial organization and a route to market which fits our needs within the critical Swedish market. Besides the strong sales team we view Arvid Nordquist as a partner with a strong distribution network and great Swedish market know-how. Kellogg sees Sweden as a core market in Europe and will continue to invest into Consumer Marketing behind our brands with Swedish Consumer and Shoppers. We in Kellogg believe that with Arvid Nordquist we have found a great partner in the Swedish market with whom we will be able to even better serve the Swedish customers, consumers and shoppers, says Wolfgang Koenig, general Manager Kellogg Northern Europe GmbH.

Arvid Nordquist is a leading supplier of coffee, food, beer and wine in the Nordic region. With its sales and marketing structure, Arvid Nordquist covers both grocery- and convenience retailers as well as the hotel- and restaurant channels. Arvid Nordquist is since earlier responsible for brands like Hipp, Del Monte, SunMaid, Kikkoman and Tabasco etc. The company also produces and sell its own coffee under the brand Arvid Nordquist Classic.

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Read more at: [www.arvidnordquist.se](http://www.arvidnordquist.se)

**Arvid Nordquist - Flavors from all around the world**
Arvid Nordquist HAB is a Swedish family business whom since 1884 has taken the world flavors to the Nordic markets, through strong international brands and its own local roasted coffee. The taste experience has always been central to Arvid Nordquist, both taste and aftertaste. Heedfully produced and delivered food and beverage simply tastes better. To deliver a good taste experience, Arvid Nordquist works together with strong brands with distinct position in their categories that have the power to develop high quality combined with reduced environmental impact. Read more on [www.arvidnordquist.se](http://www.arvidnordquist.se) .