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**Brussels, December 7 – Korys announces its investment in D-drinks Group, and teams up with management as a shareholder and partner of the company. D-drinks Group is a market leading importer and distributor of healthy and sustainable non-alcoholic beverages and snacks in the Benelux and France. The Company’s focus on brands with an exceptional natural, healthy, tasty and sustainable proposition proved to be a strong match with Korys’ investment strategy.**

#### **A market leader in healthy and sustainable beverages and snacks**

D-drinks Group, based in Zwijnaarde and 's Hertogenbosch, has come a long way since 2009 when the management founded the company, starting out from a garage with the distribution of the iconic iced-tea brand “AriZona”. Back then, the founders had a clear vision to fill the gap between the classic soft drinks and bottled water with healthy and natural alternatives. By staying true to this vision, the company managed to build an extensive product portfolio and expanded its distribution business across Belgium, the Netherlands, Luxembourg and more recently the French market. D-drinks Group delivers its tailored selection of products to clients across all sales channels including retail, wholesale, the convenience segment and Horeca. More recently it has become increasingly convenient for businesses to order directly from the company through the company’s mobile and interactive ‘Good Food Please’ app.

Today, the group employs more than 38 people across Belgium and The Netherlands and intends to grow local employment in the coming years. The current management and team will remain in the driver seat in order to continue to realize growth and the long-term vision.

#### **Strong underlying consumer trends**

With consumer buying behaviour increasingly being driven by health concerns, a need for convenience and pivoting towards more conscious consumption, D-drinks’ product portfolio is exceptionally well positioned with its focus on natural, healthy, innovative and sustainable snack and beverage brands. Since its inception, the company has gone through significant profitable growth and it foresees to further capture the market opportunities through the right positioning of its product portfolio in all relevant categories. D-drinks Group has the ambition to further strengthen its leadership in the core markets and simultaneously expand internationally. Next to this, the company intends to further leverage its digital and brand building capabilities for innovative products and distribution concepts.

#### **A complementary partnership geared to take the next step**

Korys was quickly convinced that D-drinks Group takes the right approach to distributing products in this specific market. Based on a strong belief in the benefit of maintaining an independent distribution model, Korys expects that the current investment will allow the company to keep growing on the chosen path. Next to this, Dries Crevits, Executive Director at Korys remarks: “It shouldn’t be underestimated how important the management and its dedicated team of professionals have been for the company until now. We’re thrilled to be able to join forces with management and all the people at D-drinks Group to further develop the company as a leading player in the healthy drinks and snacks business. We are also convinced it is the right time to enter into the category, with so many exciting opportunities and evolutions happening in the market.”

“The participation of Korys allows us to keep doing what we are good at: identify and partner up with the category leaders of tomorrow and help them grow through our distribution and brand marketing capabilities. Many of these young companies match our entrepreneurial spirit and that is why we can relate to them and be a true value adding partner.” says Steven Van Middeltem, co-founder of D-drinks Group. “With the support of Korys, we are convinced that we will be able to bring the company to the next level of maturity.” Bruno Berlangé, co-founder of D-drinks Group, adds: “Continuing the adventure with this new solid partner is amazing, especially when you have a shared vision on the future of the company. Furthermore, we are convinced that Korys will not only bring additional capital to the table, but will also be able to share their relevant experience and deep knowledge of expanding a business.”

#### **About Korys**

Korys is a family-owned holding company that on the one hand focuses on direct investments in non-listed companies, and on the other hand also manages a portfolio of listed investments. Today, it has more than EUR 4 billion of assets under management, among which a significant participation in Colruyt Group, a leading retail company in Belgium and France. Investment decisions are taken with a long-term perspective on the basis of economic, ecological and social merit. Korys aims to create sustainable value through a diversified portfolio of investments and focuses on investment themes in

which it has built substantial expertise, such as “Conscious Consumer”, “Medical Revolution”, “Energy Transition”, “Leadership in Retail”, “Resource Revolution” and “Future-proof Real Estate”. Korys has a team of more than 20 professionals based in Belgium and Luxembourg.

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#### About D-drinks Group

D-drinks Group is a leading distributor and brand dedicated company for natural non-alcoholic beverages & snacks, such as AriZona Iced tea, Cawston Press, Vitamin Well and Captain Kombucha. Over the past 10 years D-drinks Group has established an extensive, rapid growing distribution network in Belgium, The Netherlands, Luxembourg and France and supplies all channels from retail to the smaller independent store. D-drinks Group's mission is to continue to lead the trend of natural 'better-for-you' products with high quality ingredients driven by a sustainable and true vision. Today D-drinks Group has become the dynamic platform for brands and inspiring entrepreneurs that dare to disrupt the classic beverage & snack industry.

More information is available on <https://www.d-drinks.com>.

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- [December 2017, Newpharma investment](#)
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