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Ditsch pretzel bakery: sales company founded for the UK

Ditsch, the Food Service B2B unit of the Valora Group, is founding a new sales company in the UK under the name “Ditsch UK.” With this step, the company continues its successful course of international expansion and further strengthens its local presence beyond Germany and the USA. At the same time, Ditsch is reinforcing its position in a promising market for pretzel products.

The British market for pretzel products has grown significantly in recent years. By founding Ditsch UK, the German global market leader is tapping into this growing potential. Ditsch has been successfully active in the UK market since 2006, and numerous Ditsch products are available at leading retail and food service companies across the country. Starting in November 2025, a local sales and marketing team will oversee the UK market and directly serve local customers.

“We are convinced that short decision-making paths, in-depth market knowledge, and proximity to customers and trends are crucial to achieving long-term success in the UK market,” says Seb Gooding, CEO Food Service B2B of the Valora Group. The local management team consists of Seb Gooding and Peter Hedges, along with Karina Gerner and Björn Tiemann.

More than just pretzels

Ditsch UK stands for high-quality pretzel products that combine tradition and innovation. In addition to the classic pretzel, the product range includes pretzel burger buns, sandwich rolls, pretzel bites, and other creative varieties that showcase the many ways pretzels can be reinterpreted today. “Our goal is to position pretzel products as versatile, contemporary snacks that fit perfectly with today’s consumption trends,” says Peter Hedges, Head of Ditsch UK.

Locally rooted, internationally successful

Since its founding in 1919 in Mainz, Ditsch has grown from a small bakery into a global player. Today, the company supplies customers in more than 40 countries, sells over 900 million baked goods per year, and operates four production facilities in Germany and the USA.

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About Valora

Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800 small-scale Valora Group sales outlets are in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The Valora Group has its registered office in Muttenz in Switzerland and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

Valora is active in Germany with the business units Valora Retail Germany, Valora Food Service Germany and Ditsch Production/B2B. Valora Retail Germany operates around 850 sales outlets nationwide in the avec, cigo, k kiosk, Press & Books, ServiceStore DB and U-Store formats. Valora Food Service Germany includes the BackWerk (including Back-Factory) and Ditsch formats, with approximately 500 sales outlets. With 44 sales outlets in Germany, Frittenwerk is also part of Valora. Valora is a leading global pretzel producer with the Ditsch pretzel bakery founded in 1919. The Ditsch production plants are in Mainz and Oranienbaum in Germany and in Cincinnati in the US.

More information is available at www.valora.com.

About Ditsch

The Ditsch bakery was founded in Mainz in 1919 by Wilhelm Ditsch and his wife Christine. From 1952, their son Heinz Ditsch continued to run the company and began mobile pretzel sales at fairs. In the 1980s, Peter Ditsch, the founder's grandson, streamlined production by introducing a pretzel twisting machine and opened permanent sales stands and branches. In 1991, the company moved to the new site in Mainz-Hechtsheim, and another production facility was built in Oranienbaum, Saxony-Anhalt.

In 2012, the Valora Group acquired the third-generation family-run company and its employees in the wholesale sector. The young US start-up 'Pretzel Baron' joined Ditsch in early 2017 and was renamed Ditsch USA. The diverse premium ranges from Ditsch production, consisting of deep-frozen pretzels, pretzel croissants and pizza snacks, is now distributed to the food service sector, bakeries, the food industry, wholesalers and retailers in 38 countries. In 2023, Ditsch sold over 900 million baked goods, employed around 1,500 people and operated 20 production lines at its two sites in Germany (Mainz and Oranienbaum) and two US sites (both in Cincinnati).

More information is available at www.ditsch.de.