

Date: May 11, 2026

Transaction officially completed

EU grants Boparan clearance to acquire HEIDEMARK

Birmingham/Zeewolde/Ahlhorn, May 11, 2026 - The European Commission has approved the sale of the HEIDEMARK Group, based in Ahlhorn, to Boparan Private Office, based in Birmingham, UK, without imposing any conditions. The Brussels antitrust authorities have no competition concerns regarding the merger, which has now been formally completed. As a result, Germany's third-largest poultry meat producer is now part of the European division of the Storteboom Food Group, which in turn is a wholly owned subsidiary of Boparan Private Office.

Under the leadership of CEO Andres Ruff, HEIDEMARK is steadfastly pursuing its growth strategy within the Storteboom Food Group. The management, executive team, and workforce will remain in place, and the company name HEIDEMARK will be retained. All company locations will continue to operate and will be sustainably strengthened through additional investments.

Ranjit Boparan, Chairman of Boparan Private Office: "We are very pleased with the European Commission's approval. Our merger reinforces our group's 'Next Gen' strategy, which focuses on expanded automation, innovation, productivity, and net-zero sustainability.

HEIDEMARK is a third-generation family business, an established brand, and a well-established company. We will preserve and further build upon what they have built and make the 'HEIDEMARK family' proud.

This acquisition strengthens our presence in Europe and our international growth strategy. We will learn just as much from our colleagues at HEIDEMARK as they will from us."

Veli Moluluo, CEO of Storteboom Food Group: "With the acquisition of HEIDEMARK, we are strengthening our long-term strategy in Europe. HEIDEMARK benefits from a strong, long-standing workforce supported by an outstanding management team. Together with them, we will continue to grow this company as part of the Storteboom portfolio. In the coming weeks and months, we will work intensively on the process of integrating HEIDEMARK at all levels of our business operations, drawing on shared insights and leveraging potential synergies."

Andres Ruff, CEO of HEIDEMARK: “The European Commission’s approval is an important milestone for HEIDEMARK. Our employees, farmers, and customers expressly welcome the merger. As a European center of excellence for turkey production, we are bringing our decades of experience, our innovative strength, and our market knowledge to the Storteboom Food Group. Together, we are laying the foundation for further organic growth in continental Europe while strengthening sustainable, competitive poultry production.”

About Boparan Private Office

Boparan Private Office (BPO), Birmingham, UK, is a family-owned conglomerate. The business is made up of four divisions comprising a diversified portfolio: Amber (Agriculture & Property), UK Manufacturing (chicken, turkey, baked goods, pies, biscuits), Restaurants (Slim Chickens, Cinnamon Club & others) and Storteboom Food Group Europe (chicken, turkey). The shareholders separately own Boparan Holdings Limited, which includes 2 Sisters Food Group, UK Poultry and Meal Solutions. In total, the group is one of the leading British food manufacturers and has a turnover of more than 5 billion euros. The group employs 25,000 people.

About Storteboom Food Group

Storteboom Food Group, headquartered in Zeewolde, the Netherlands, is a manufacturer of chicken, turkey and related products under private labels and owned brands with a focus on the European market. The business employs around 3,500 employees at nine production sites processing around 4.3 million chickens per week and generates an annual turnover of > 1,200 million euros. The slaughterhouses, cutting, processing and refining plants are located in the Netherlands, Poland, Republic of Ireland and, from completion of the acquisition of Heidemark, also in Germany. Storteboom Food Group offers its customers security of supply and availability of goods, focussed on higher animal welfare (BLK, Haltungsform 2 & 3).

About HEIDEMARK

The HEIDEMARK Group, based in Ahlhorn, is a third-generation family-owned business that has evolved over the past two years from a leading producer and marketer of turkey meat into a diversified poultry specialist through strategic decisions and acquisitions. The Group employs 2,300 people across five locations and currently generates approximately 760 million euros in revenue.

Media Contact

Susanne Ponick

Head of Market Development and
Communications

T +49 4435 9730 307

M +49 151 20850622

kommunikation@heidemark.de

www.heidemark.de

Karl-Heinz Steinkühler

Communications- and Political
Consulting

T +49 211 1596 9888

M +49 151 234 55 580

khs@steinkuehler-com.de

www.steinkuehler-com.de

You can find accompanying images at: <https://www.heidemark.de/en/news/>

Images

HEIDEMARK logo

STORTEBOOM FOOD GROUP logo

Veli Moluluo, CEO of Storteboom Food Group Europe B.V.

Andres Ruff, CEO of HEIDEMARK

HEIDEMARK Pulled Turkey Sandwich

HEIDEMARK production facility in Ahlhorn

HEIDEMARK truck

HEIDEMARK turkey in the coop