

## **Dr. Oetker plans to take over NewCakes B.V.**

**Dr. Oetker plans to take over the Dutch family-owned company NewCakes B.V. on January 1, 2021, thus complementing its range of services and solutions in the field of baking. Dr. Albert Christmann announced this today.**

NewCakes has a wide range of baking utensils and products and also distributes several international brands as well as its own brand *FunCakes*. Through the digital platform *cakesupplieeurope.com* NewCakes markets its products to commercial customers. In the Netherlands and Belgium, end users purchase *NewCakes* products via the online shop *deleukstetaartenshop.com*. NewCakes currently has around 50 employees, all of whom will be taken over by Dr. Oetker. The company is based in Wormer near Amsterdam.

Danny Nijboer, co-founder and previous owner of NewCakes B.V., will stay with the company as managing director. He is also pleased about the prospects of his company within the Oetker Group: "After very trusting and appreciative dialog, I am convinced that Dr. Oetker is the right partner with whom we can continue the successful development of our company."

Dr. Albert Christmann is also pleased about the new family member and emphasizes: "NewCakes is the perfect development of our activities to enter into a direct and ongoing dialogue with consumers interested in baking".

NewCakes B.V. will be continued as an independent company within All About Cake GmbH, a subsidiary of Dr. August Oetker Nahrungsmittel KG.

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