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Michael Hoffmann takes over as Chief Executive Officer of the Lekkerland Group

On 1 January 2012, Michael Hoffmann will become the Chief Executive Officer of Lekkerland AG & Co. KG.

“We have identified a successful leadership personality in Michael Hoffmann with experience of international management and business culture. We would like to take this opportunity to wish him every success in this responsible position,” stated the Chairman of the Supervisory Board of the Lekkerland Group, Lorenz Bresser. Michael Hoffmann was recently Chief Executive Officer at Carl Zeiss Vision International GmbH and held international management positions at Hewlett Packard for many years. During the course of his career, the 50-year-old businessman has successfully developed and implemented business models, driven core business forward, and systematically expanded relationships with customers. As part of long-term planning, Michael Hoffmann will take over as Chief Executive Officer from Christian Berner (58), who has led the Lekkerland Group for ten years.

“Lekkerland is positioned across Europe with a range of demanding and exciting operations. I am looking forward to joining the European staff team and taking the next key step into the future,” commented Michael Hoffmann, Chief Executive Officer designate of Lekkerland AG & Co. KG.

For a picture of Michael Hoffmann please go to .

Brief profile of Lekkerland AG & Co. KG

Operating in nine European countries, Lekkerland supplies approximately 130,700 filling station shops, corner shops, convenience stores, fast-food chains, specialty tobacco shops, specialty beverage retailers, department stores, grocery stores/markets, bakeries, and cafeterias with a full range of confectionery, beverages, snacks, convenience items, ice cream, frozen foods, fresh products, tobacco products, phone cards and non-food items. The company with more than 6,200 employees generated turnover of 12.2 billion EUR in 2010.

Kontakt: Inga Koenen ▪ Telefoon:+49 2234 1821-175 ▪ inga.koenen@lekkerland.com ▪ www.lekkerland.com
Lekkerland AG & Co. KG ▪ Europaallee 57 ▪ 50226 Frechen, Germany