



SCHÖRGHUBER  
UNTERNEHMENSGRUPPE

## PRESSEMITTEILUNG

### **Seafood becomes the Schörghuber Corporate Group's fourth business division**

**The salmon farming and processing activities in Chile bundled under the roof of Productos del Mar Ventisqueros S.A. were transferred from the Schörghuber family's private business realm – which includes Bavaria Parkgaragen and the Alpenbahnen Spitzingsee, Brauneck Bergbahn and Wallbergbahn cable cars in Upper Bavaria – to the Schörghuber Corporate Group, effective 1 July 2011.**

**Munich, 13 September 2011.** Schörghuber Stiftung & Co. Holding KG is taking over 100 percent of the share capital of Inversiones Stefal SpA from the family's holding company, Blue Lion GmbH. Inversiones Stefal SpA is the sole shareholder in Productos del Mar Ventisqueros S.A., which is involved in salmon farming.

In the 2010 business year, the company's 1,200 to 1,700 employees – depending on the season – generated revenues of USD 106.9 million and a profit after taxes of USD 0.9 million. EBIT amounted to USD .8 million and EBITDA to USD 10.6 million.

#### **Striving for sustainable profitable growth**

The business volume of Inversiones Stefal SpA – and Productos del Mar Ventisqueros S.A. in particular – has thus reached a significant size. It is intended that the company continue to grow in a sustainable and, above all, profitable manner in the coming years. The company has everything it needs to do this: It covers the entire value chain – from fish spawn to fish fillet – it has high production and processing standards, and it has its tried-and-tested health management practices.



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In addition, integration of the company in Schörghuber Stiftung & Co. Holding KG, and thus in its control mechanisms, is intended to secure this ambitious growth trajectory.

In the Schörghuber Corporate Group, the business area involving seafood will be added to the group's existing business divisions, Construction & Real Estate, Beverages, and Hotels, as a fourth division.

**Farmed salmon enjoys huge growth rates**

In view of the worldwide increase in per capita protein consumption in connection with an increasing world population, salmon farming offers considerable advantages compared to other sources of protein. Farmed salmon also offers valuable nutrients that contribute to a healthy, low-fat diet. It also has the potential to surpass wild salmon with regard to quality since every step in the production chain – from the fish spawn through to the finished product – can now be traced and is – especially in Chile – strictly regulated.

An enormous increase in the demand for salmon can be observed worldwide. In recent years, countries like Russia, China, South Korea and, above all, Brazil, have been joining the traditional key import markets Japan and USA as major customers. Brazil, with its booming economy, is a steadily growing market in which Chile enjoys significant competitive advantages due to its geographical proximity and a free trade agreement between the two countries.

The growth potential offered by the Chilean salmon industry is enormous. As the result of unchecked overexploitation of production capacities at the beginning of the century, an aggressive viral epidemic in 2007 led to widespread devastation of Chilean salmon stocks. This resulted in radical rethinking within the industry and to the introduction of strict regulation by the government. While Chile has now gradually rebuilt its salmon stocks, Norway, its largest competitor worldwide, is currently nearing its maximum capacity. This in turn puts Chile in a position to play a disproportionately large role in the development of the global market. In 2011, Chile will boast the second largest increase in Atlantic salmon production worldwide.



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### **Market presence in Chile since the mid-eighties**

Chile is anything but virgin business territory for the family of entrepreneurs from Munich. As early as the mid-eighties, Josef Schörghuber secured himself a majority holding in the brewery Compañía Cervecerías Unidas in a joint venture with the Chilean industrial family Luksic. As a result of an extensive transfer of know-how, the brewery has since succeeded in expanding its market leadership to an impressive 90-percent share of the market. Today, Compañía Cervecerías Unidas is part of the network of breweries belonging to the joint venture partner Heineken. The property development activities carried out over the years in Chile's capital, Santiago, also enjoyed success. In 2001, the Schörghuber family acquired a 51-percent shareholding in Productos del Mar Ventisqueros S.A., which was founded in 1989, prior to taking over the entire company in 2010.

### **Über die Schörghuber Unternehmensgruppe**

Die 1954 gegründete und familiengeführte Schörghuber Unternehmensgruppe mit Sitz in München ist auf den Geschäftsfeldern Bauen & Immobilien, Getränke, Hotel sowie Seafood national und international erfolgreich tätig. Die Bayerische Hausbau, in der die Immobilien-, Bauträger- und Fertighausaktivitäten der Schörghuber Unternehmensgruppe zusammengefasst sind, ist eines der großen integrierten Immobilienunternehmen in Deutschland. Die Brau Holding International, ein Joint Venture mit Heineken, ist mit der Paulaner Brauerei Gruppe, der Kulmbacher Gruppe und der Südwest Gruppe einer der größten Brauereiverbünde hierzulande. Der Unternehmensbereich Hotel mit der Führungsgesellschaft Arabella Hospitality betreibt das Asset-Management für die 22 im Eigentum befindlichen und gepachteten Hotels in Deutschland, Österreich, der Schweiz und auf Mallorca und vertritt dabei die Interessen der Schörghuber Unternehmensgruppe gegenüber Starwood Hotels & Resorts, denen das Management für das Gros der Häuser obliegt. Die in der Productos del Mar Ventisqueros zusammengefasste Lachsproduktion in Chile komplettiert als Unternehmensbereich Seafood die vier Geschäftsfelder der Gruppe. Alle Unternehmensbereiche sind durch die gemeinsamen Werte Vielfalt, Qualität und Wachstum miteinander verbunden, die rund 6.900 Mitarbeiter für ihre Kunden täglich erlebbar machen. [www.sug-munich.com](http://www.sug-munich.com).

### **PRESSEKONTAKT**

#### **Schörghuber Unternehmensgruppe**

Bernhard Taubenberger, Leiter Kommunikation & Marketing

Denninger Straße 165, 81925 München, Telefon +49 89 9238-258, Telefax +49 89 9238-114258

[be.taubenberger@sug-munich.com](mailto:be.taubenberger@sug-munich.com), [www.sug-munich.com](http://www.sug-munich.com)