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Axfood acquires Middagsfrid

Axfood is acquiring, through its subsidiary Matse Holding AB, 100% of the ownership of Middagsfrid. “Through this acquisition we will strengthen and further broaden our customer offering,” says Klas Balkow, President and CEO of Axfood.

Middagsfrid, established in 2007, was first in the world to offer ready-packed grocery bags with predefined recipes directly home to customers’ doors. The company today has some 20 employees and delivers groceries home to customers at some 300 locations throughout Sweden. Sales in 2016 amounted to approximately SEK 75 m. The company has offices and test kitchens in Stockholm.

“Axfood has had a lengthy and fruitful cooperation with Middagsfrid, as we pack and deliver their products,” says Klas Balkow. “We share the same basic view of good and sustainable food, and this acquisition therefore feels right in our strategy to continue growing in online sales.”

“Middagsfrid is a perfect complement to our current business in Mat.se,” comments Måns Danielsson, President of Matse Holding. “Through this acquisition we will also strengthen our knowledge, experience and competence surrounding predefined meal solutions.” He points out that Middagsfrid will continue doing business as today and will retain its name.

Kicki Theander, the founder of Middagsfrid, is satisfied to now gain Axfood as the new owner of her life’s work. “I started Middagsfrid based on a desire to help families eat better,” she says. “Our ambition is always to stay a step ahead regarding new findings, and our aim is to offer grocery bags filled with food that is a little better than when customers shop themselves – better variation, more organics, fewer processed foods, more fresh products, and a large portion of vegetables.”

And she adds: “I see Axfood as a large and stable owner, with long-term purpose in everything they do. They also have a broad and deep understanding of the business we work in ourselves.”

Kicki Theander will stay on with the company as head of business development and PR. The new President of Middagsfrid as from 29 May is Mikael Sahlsten.

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At Axfood we work with passion for food and people. Our strength is in developing and driving successful grocery formats in the Swedish market with responsibility for the environment and sustainable development. Axfood includes the Willys and Hemköp chains as well as the Tempo, Handlar’n and Direkten formats, which are retailer-owned and organized within Axfood Närlivs. B2B sales are handled through the Axfood Snabbgross chain, and wholesaling is conducted through Dagab. Axfood is listed on Nasdaq Stockholm, and the principal owner is Axel Johnson AB. Read more at www.axfood.se.