



## PRESS RELEASE

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### GRUPE BROUSSE UNVEILS ITS NEW CORPORATE BRAND

Over the last eight years, family-owned food trading company Brousse Vergez has grown into a group through ambitious external growth. It gradually bought 9 companies, acquiring know-how, developing into new areas and welcoming talented new staff along the way.

Looking to the future, the family's 4th generation, represented by brothers Fabien and Jeremy Brousse, is introducing a new corporate brand platform, for a better understanding of the Group's activities and an improved coherence between subsidiaries.

Brousse Vergez becomes **Groupe Brousse** and presents its new corporate identity, along with a new logo and a new signature.



*"Our new identity reflects our values, which are strongly oriented towards people and the international market," says Fabien Brousse, CEO. Our logo is directly inspired by the women and men with whom and for whom we work every day". Jeremy Brousse, Managing Director, adds: "The colored dots represent our internal and external stakeholders who together form an infinite symbol, illustrating the movement and the ambition that drive us".*

The vision of the Brousse Group: **"One World, One People"** aims to bring women and men together through trading professions across the world.

The group's missions, **« Explore. Connect. Share »** aim to explore the world, seeking only the best, but also to connect families all around the world and to share expertise to grow and build the future with confidence.

The group's values are centered around 4 key areas:

- **We are families.** Strong family values shared by most of the group's partners.
- **Harder is better.** A spirit of conquest, an entrepreneurial streak, effort and initiative.
- **In Human we trust.** Respect et mutual trust.
- **One World.** Curiosity, passion and being open to the world.

The main theme behind most of the Group's areas of expertise is the stories of all the families participating in them: families of its suppliers, of its distributors, of its customers, of its transporters, of its teams, of its stakeholders... This is the meaning behind the Brousse Group's new corporate tagline: "**From our families to yours**".

For more information on the group's purpose and identity, visit [www.groupebrousse.com](http://www.groupebrousse.com).

**ABOUT:** The Brousse Group is a family-owned, independent food trade and services group, specializing in ingredients for the food industry, dried, candied and canned fruit and vegetables. Its head office is based in Marseille (France). The Group has branches in Germany and the Netherlands.

Co-directed by Fabien, Jeremy and their father Stephan Brousse, the Brousse Group has more than 70 employees for a turnover of more than €90 million, 20% made abroad. The Brousse Group has 10 companies: Brousse Vergez (the parent company), Ambro Foods, Arguydal, Axe Fruit, Brousse GmbH, Brousse Holland, BV Création, Delieuze, Euro Partenaires and Sud Value.

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