



## Company News

Geneva, 11 October 2021

## **Givaudan to acquire DDW, The Color House** Establishing global leadership position in natural colours

As part of its 2025 strategy to expand the portfolio of its global Taste & Wellbeing business, Givaudan today announced that it has reached an agreement to acquire DDW, The Color House, a US based natural colour company. The acquisition will enable Givaudan to become a global leader in natural colours, enhancing its ability to create "Feel Good" Food Experiences through its extensive portfolio of taste and sense solutions.

Headquartered in Louisville, Kentucky, USA, DDW is a leading privately-held company in the natural colour industry, with 12 manufacturing facilities around the world and 315 associates. Founded in 1865, the company has developed a strong market position from its origins in the brewing industry through its market leading capabilities in caramel colours and for the last 20 years having a strong focus on natural colours for the food and beverage industry.

Louie D'Amico, President of Taste & Wellbeing at Givaudan said: "I am excited about the opportunity to bring together the strong heritage and capabilities of DDW in natural colours with Givaudan's expanded portfolio, which is fully in line with our 2025 strategy. The combination of both companies will enable us to become a global leader in natural colours and strengthen our ability to create with our customers multi-sensorial food experiences consumers love. We look forward to welcoming the DDW employees to the Givaudan family."

"I am very proud of all that DDW has accomplished throughout its more than 150 years as a privately held company and we are confident that we will continue to flourish as part of Givaudan", said DDW's chairman Ted Nixon. "We believe that we have a strong set of shared purpose and values with Givaudan and that this transaction represents a very positive step for DDW's customers and associates."

The terms of the deal have not been disclosed and Givaudan plans to debt fund the transaction. DDW's business would have represented approximately USD 140 million of incremental sales to Givaudan's results in 2020 on a proforma basis. The transaction is expected to close in Q4 2021.





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## **About Givaudan**

Givaudan is a global leading company in taste and wellbeing, and fragrance and beauty. With its heritage stretching back over 250 years, the Company has a long history of innovating scents and tastes. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2020, the Company employed almost 16,000 people worldwide and achieved sales of CHF 6.3 billion and a free cash flow of 12.8% of sales. Let's imagine together on [www.givaudan.com](http://www.givaudan.com).

## **About Givaudan Taste & Wellbeing**

Powered by innovation and creativity, Givaudan Taste & Wellbeing aims to shape the future of food by becoming the co-creation partner of choice to its customers. Built on its global leadership position in flavours and taste, the Company goes beyond to create food experiences that do good and feel good, for body, mind and planet. With an expanded portfolio of products across flavours, taste, functional and nutritional solutions and a deep knowledge of the food ecosystem, Givaudan's passion is to collaborate with customers and partners to develop game changing innovations in food and beverage. Let's imagine together the future of food. Learn more at [www.givaudan.com/taste-wellbeing](http://www.givaudan.com/taste-wellbeing).

## **About DDW, The Color House**

DDW is a privately owned company with its headquarters in Louisville, Kentucky. Founded in New York in 1865, DDW initially provided malt for brewing companies before developing caramel colours for the soft drink market and over the last 20 years adding a strong suite of capabilities in natural colours for the food industry, becoming one of the world's leading colour companies. DDW operates 12 natural colour and caramel colour facilities around the world, including the US, UK, Ireland, Brazil, Eswatini, Malaysia and China. DDW has 315 employees. [www.ddwcolor.com](http://www.ddwcolor.com)

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