

Smart Organic acquired the German bio food startup Naughty Nuts GmbH.

Smart Organic, the leading producer and distributor of organic food, announced the acquisition of the German bio food startup Naughty Nuts GmbH.

Naughty Nuts was founded in January 2021 by Benjamin Porten and Lorenz Greiner in the city of Cologne. As pioneers in their field, they revolutionized the concept of nut spreads by offering a wide range of innovative flavors. Naughty Nuts has a strong focus on direct sales and moreover its products are available in over 1200 locations, including popular retailers such as REWE, EDEKA, and denn organic stores.

Despite achieving a turnover of 2.5 million euros in 2022, the young company was unable to secure sufficient investment capital to support its growing operations and fell into insolvency. Smart Organic acquired Naughty Nuts through the announced bankruptcy proceedings, with the deal being finalized for 150 TEUR and involving the acquisition of assets only, without any liabilities. The business operations of Naughty Nuts are planned to be integrated into the German subsidiary of Smart Organic GmbH, and by transferring the production of Naughty Nuts' products to Smart Organic's manufacturing facilities, the expectation is that this business will become profitable.

With this promising partnership, Smart Organic further strengthens its focus on Germany as a strategic region for future expansion. The founders of Naughty Nuts will lead the German subsidiary of Smart Organic and will be supported by their current employees, who will also join the new organization. By combining a well-prepared and motivated team on-site with their 13 years of successful history and experience in creating and establishing organic brands, Smart Organic takes another step closer to fulfilling its mission of making all the yummy food healthy and affordable to people worldwide.