

## Press Release

### **Dr. Oetker takes over Cologne-based cake manufacturer deineTorte.de**

Increase of the minority interest in InterNestor GmbH to 100 percent

**<Bielefeld, August 26, 2020> With effect from July 30, 2020, Dr. August Oetker Nahrungsmittel KG has increased its minority shareholding (49 percent) in InterNestor GmbH, the European market leader for customizable photo-cakes, to 100 percent. The remaining shares in the company were taken over from the founders. It was agreed not to disclose the purchase price. The Cologne-based company operates online stores in five countries (Germany: [deineTorte.de](https://www.deineTorte.de), France: [votreGateau.fr](https://www.votreGateau.fr), Netherlands: [jeEigenTaart.nl](https://www.jeEigenTaart.nl), Poland: [twojTort.pl](https://www.twojTort.pl) and Sweden: [dinTårta.se](https://www.dinTårta.se)) and employs more than 80 people. The company produces several thousand cakes per week.**

Founded in 2006 by Alexander Weinzetl and Henrik Svensson, the company has since made a name for itself in the field of cake delivery services, mainly through individualization via online cake configurator. The creative baked goods are produced in the company's own master confectioner's store in Cologne. With the help of innovative printer technology, for example, desired motifs are printed with food coloring on high-quality marzipan or fondant. The focus is on motif, photo, birthday, wedding, company and, more recently, club cakes. The range is supplemented by cupcakes, macarons, cake pops, brownies and tartlets for every occasion and every age. Shipping partners take over the safe and reliable delivery throughout Europe at the desired date.

The two founders Alexander Weinzetl and Henrik Svensson, as members of the management board, will pass on the fate of the company. "We are very pleased that



we can continue to write the success story of InterNestor GmbH together with the founders and their highly committed employees", says Dr. Albert Christmann, Chairman of the Executive Board of Dr. August Oetker Nahrungsmittel KG. "Like us, the company has a great passion for baking. The last two years, in which we have already been able to actively accompany the development of the company, have shown that deineTorte.de and Dr. Oetker are a very good match."

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