

Pamica's subsidiary Beans in Cup acquires HGM

Pamica-owned Beans in Cup acquires HGM. Through the acquisition, Beans in Cup strengthens its offering and becomes one of the few nationwide suppliers in Sweden that offers both meals and coffee for workplaces.

Since the business was acquired by Pamica in 2017, Beans in Cup has grown strongly within, above all, the segment of coffee at workplaces in Sweden, with a turnover in 2023 of just over SEK 560 million. HGM, a leading player in meal solutions and also coffee for companies, has also grown rapidly in recent years and in 2023 showed a turnover of approximately SEK 90 million. Through the acquisition of HGM, Beans in Cup strengthens its position in the coffee segment, while at the same time broadening its offer by offering food shops at the workplace.

- Our vision is to create the ultimate experience for our customers by offering high-quality food, coffee and drinks for every working day. When we combine HGM's expertise in meal solutions with both companies' strong coffee solutions, we will be able to meet the demand that exists in today's and future workplaces, says Anna Ståhl, CEO of Beans in Cup.

Peter Has, CEO at HGM, looks forward to working together and tackling the market with a new offer.

- We share values and ambition with Beans in Cup. When we now merge our concepts, I am sure that our customers will get the best range and service on the market. Together we will become an even stronger player with the capacity to deliver across the country, says Peter Has, CEO at HGM.

- We are convinced that this acquisition will benefit both our existing and future customers. Through our investment in food, we now offer a complete solution for workplaces. We will continue to invest in quality, innovation and sustainability to ensure that our customers get the best, both when it comes to food and coffee, concludes Anna Ståhl.

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About Pamica Group

Pamica Group acquires small and medium-sized companies, develops them together with successful entrepreneurs, makes them long-term successful and thereby creates value and prosperity. The group has an eternal ownership horizon with high growth ambitions - through organic growth, add-on acquisitions and by increasing the number of platform companies.

We were created by over 200 Swedish entrepreneurs who built companies themselves and who with their broad network, industrial competence and business acumen contribute to our companies' development. Together with management and employees, we create what we call Great Companies. The group, with headquarters in Halmstad, Sweden, includes 18 companies.

Image Attachments

[Beans In Cup Förvärvar HGM](#)

Attachments

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