

Orkla Food Ingredients acquires Senna

Orkla Food Ingredients ("OFI") has entered into an agreement to acquire Senna, a leading Austrian producer of margarine, specialty fats, oils, sauces and dressings.

With the transaction, OFI strengthens its position in the Central and South-East European (CSE) region and establishes new market positions in both Austria and Italy.

"Senna is a highly regarded business with a proud history and an entrepreneurial team that fits OFI well. Austria and Italy represent new markets for OFI, where we aim to grow profitably by introducing a broader set of categories and by driving operational efficiency," says Manuela Banu, CEO of OFI CSE.

Founded nearly a century ago, Senna is a well-established supplier to the foodservice, artisan bakery, and industrial segments. The company employs 120 people and generated approximately EUR 80 million in revenues in 2025. Senna's headquarters and production facility is located in Vienna.

The seller is Vivatis Holding AG ("Vivatis"), one of the largest Austrian groups in the food and beverage industry. The transaction comprises 100% of the shares in Senna Nahrungsmittel GmbH & Co KG (the operational business) and Senna Nahrungsmittel GmbH, 75% of the shares in Senna S.r.l as well as the Senna trademarks which are owned by MARESI Trademark GmbH & Co KG.

"Senna has developed into a strong and respected player in its categories, thanks to the dedication and professionalism of its employees. We are grateful for everything the team has accomplished over the years. In preparing for a new ownership structure, our clear ambition was to find the best possible solution for Senna. We are confident that OFI offers the right foundation to ensure the continued development of the Senna brand," says Klaus Sperrer, CFO of Vivatis.

"Senna has a strong market position built on nearly a century of expertise and customer trust. Under Vivatis' ownership, we have strengthened our capabilities and built a solid base for further growth. We are pleased to join OFI, whose multi-local model and deep category knowledge provide an excellent platform for the next phase of Senna's development. I look forward to continuing the journey as part of the OFI family," says Christof Kessler, CEO of Senna.

The transaction is subject to regulatory approval and is expected to be completed in the first half of 2026. The parties have agreed to keep the purchase price confidential.

About Orkla Food Ingredients

Orkla Food Ingredients ("OFI") supplies ingredients to a broad range of customers in the bakery, ice cream and plant-based markets, and has a leading position in Europe and a platform for growth in the USA. Important sales channels include industrial manufacturers that chiefly manufacture and supply products to the grocery channel, the Out of Home channel, for example through artisanal bakeries and ice cream kiosks, and direct sales to consumers. The biggest product categories are bread and cake improvers and mixes, yeast, marzipan, ice cream ingredients and margarine and butter blends.