



# AUSTRIA JUICE

PRESS RELEASE

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## **New Corporate Identity: YBBSTALER AGRANA JUICE**

Following the successful merger of AGRANA Juice Holding GmbH and Ybbstaler Fruit Austria GmbH in June of this year, the company founded as a result, YBBSTALER AGRANA JUICE GmbH, will shortly be unveiling its new corporate identity. From 13 November 2012, YBBSTALER AGRANA JUICE will adopt the global brand AUSTRIA JUICE and a new logo. The new corporate identity will initially have no impact on the legal structure of the both companies.

The new brand, AUSTRIA JUICE, represents the values of trust, growth and reliability, and is intended to contribute to a uniform market identity. Top service and quality will continue to lie at the core of the corporate identity.

### **About AUSTRIA JUICE**

AUSTRIA JUICE GmbH is a joint venture of AGRANA Beteiligungs-AG (AGRANA) and RWA Raiffeisen Ware Austria AG (RWA), and is consolidated by the AGRANA Group. The company produces fruit juice concentrates, fruit purees and natural flavourings as well as beverage ingredients and direct juices for use by the beverages industry. The joint venture, which employs around 800 personnel, has its head offices at Kröllendorf in Lower Austria and 15 facilities in Austria, Denmark, Germany, Hungary, Poland, Romania, the Ukraine and China.

This press release is available for download in German and English at [www.agrana.com](http://www.agrana.com) and [www.rwa.at](http://www.rwa.at).

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