

FUCHS GRUPPE

Company profile

A discovery tour through more than 65 years of success story

A traditional company shapes the global spice market

The self-image of the Fuchs Group is moulded by the pioneering spirit, the curiosity and the boldness of the company founder, Dieter Fuchs: 65 years ago, Dieter Fuchs transported small packages of pepper and salt on a bike to his customers. He invented individual spice shelves and the iconic spice boxes with its dispensing mechanism. Today, his enthusiasm, his ambition and his entrepreneurial farsightedness still characterise the self-image of Fuchs Group. According to the aim of the company's founder it is still our aspiration to continuously rediscover the world of spices, to seek out trends and to develop and market intelligent product and packaging ideas for our customers and partners.

An uncompromising approach – and a promise of quality

An uncompromising and outstanding quality is a significant success factor of the Fuchs Group. We uncompromisingly choose the very best quality – whether in the choice of ingredients, technologies or know-how. In the world of taste Fuchs represents many years of experience, an excellent knowledge of the market, and comprehensive specialist competence. We feel we have a special obligation to handle resources responsibly and sustainably as our success is highly dependent on intact economical, ecological and social systems in the spice-growing regions. We can safeguard the unbroken traceability and a seamless influence on the quality and taste of our products – from cultivation to finished product. We obtain raw materials un-milled and directly from the producer, and process them using state-of-the-art technology in our own spice mill. Through that approach the Fuchs Group relies on its many years of experience and comprehensive specialist competence – and differentiates itself from other suppliers.

Traditional partnership approach

The Fuchs Group maintains fair, respectful contacts with their customers and partners. Long-term, partnership-based supplier relations are seen as a central precondition for our business model's success. It is based on direct, personal contact with our certified suppliers and the employment of our own staff in the growing areas, who visit our suppliers and maintain a regular exchange of information with them. Moreover, the duties of these employees include informing growers, producers and exporters about current developments in the areas of cultivation and the harvesting or drying. Therefore, the Fuchs Group continuously receives indications regarding the expected crop size and is able to secure a reliable and sustainable procurement. For retail customers, foodservice (hotel industry and catering) and food industry the Fuchs Group develops individual and reliable solutions. We enable our staff to make use of their potentials to the full, and to pursue corresponding career pathways.

A passionate and pioneering spirit

Thanks to creative ideas together with market-shaping developments and patents, the Fuchs Group is the biggest spice manufacturer in Germany today, and the world's largest privately owned spice company. The Fuchs Group's 3,000 employees work in ten countries on four continents worldwide to tread innovative pathways with their customers and partners, and always to supply them with the highest levels of competence and quality. As a specialist for spices, culinary trends and food technology, the company offers more than 8,000 products with which it serves culinary trends over and over again, and offers the possibility to express their taste.

From Lower Saxony into the world – the Fuchs Group's milestones

In 1952, Dieter Fuchs started trading in spices in Dissen, Lower Saxony, and in the beginning he still delivered pepper and salt personally on a bicycle. Our principles such as a pioneering spirit, expertise and the concept of comprehensive service were already apparent at that time. After a short time, the family business was already writing an impressive story of the spice trade in Germany.

Dieter Fuchs invented the well-known colourful decorative box with its dispensing mechanism in 1963, thereby setting out on a triumphal procession into German households. The corporate spirit is still characterised by an inquisitive interest in trends and by great innovative strength, which are the driving forces of all its developments.

Separation into industrial client and end-consumer divisions followed in 1968, and this still represents a tried and tested structure within the Fuchs product brands and technologies today. Thus it allows manufacturing and marketing processes to be designed in an even more customised way.

The first Fuchs spice shelf appeared in the German retail in 1970. This unique placement of a collected product range is still produced in the company's own workshops up to the present day and is used with great success in the retail trade.

1972 the pepper purchasing company Tropoc was founded in Brazil.

Epices Fuchs France was founded in 1977. The offshoot quickly established itself in the French market; today France occupies third place after Germany and the USA in worldwide net sales.

1982 Fuchs Agro Brasil Ltda. was founded, a company for agricultural cultivation in Brazil.

In 1990 the site in Schönbrunn was established. The biggest spice company of the DDR was for sale after the reunification. The concept of Dieter Fuchs convinced. Today, the plastic production and the packaging process takes place in Schönbrunn as well as the logistics.

The Fuchs Group embarked on an expansion course with the takeover of Baltimore Spice (USA) in 1990. Brands such as Ostmann (1998), Ubena (2000), Wagner (2003), Wichartz Gewürze (2005), Kattus (2006) and the Wendland Spice & Food GmbH (2010) and ESG Kräuter GmbH (2015) joined the company in the following years.

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In the context of an internationalisation strategy from 1991 onwards, the establishment of several more locations followed in Brazil (1991), China (1997) and Romania (2001).

In 2004 the Fuchs Group expanded the production in Jingzhi (China).

The founding of Fuchs Lebensmittel GmbH in Austria and Ubena Alimentari in Italy followed in 2014, leading finally to the latest enlargement of the Fuchs Group. Business abroad is progressing very successfully in spite of difficult market conditions and strong pressure from the competition.

In 2017 the Fuchs Group takes over Bart Ingredients, the second largest producer for herbs and spices and hereby expands its market position in England considerably.