



## PRESS INFORMATION

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### HARDEMAN EGG GROUP STRENGTHENS UK POSITION WITH BUMBLE HOLE FOODS ACQUISITION

Bromsgrove, 30 May 2025 – Hardeman Egg Group, a leading producer and processor of eggs and egg products, is delighted to announce the acquisition of Bumble Hole Foods, UK based egg processor. This acquisition strengthens Hardeman's international presence and allows for synergies of knowledge, customers and production capacity.

With its new owner, Bumble Hole Foods will be able to better anticipate on shifting markets to cage-free eggs. The company will continue to operate under its brand name and existing management ensuring smooth integration of relationships and infrastructure.

Andrew Hewston, owner of Bumble Hole Foods: "As the industry shifts, particularly with the move towards cage-free production where Hardeman leads, we're confident this is the right step to secure a sustainable and successful future for the business."

Ton Gielen, CEO of Hardeman Egg Group: "By combining our expertise, resources, and commitment to excellence, we are better positioned to deliver value, drive innovation, and serve our customers more effectively. Each business brings unique strengths, and together we are more agile, resilient, and ready to lead in a rapidly evolving market. With increasing pressure on the UK egg industry to transition to cage-free systems and strengthen domestic food resilience, this acquisition comes at a pivotal time for ensuring long-term supply chain security and sustainability."

### SHORT PROFILE BUMBLE HOLE FOODS

Bumble Hole Foods, second generation family owned, supplies and processes egg products ranging from liquid to hard boiled eggs. The Bromsgrove based company was founded in 1961 by David and William Hewston and has grown steadily into one of the leading UK egg processors. The processing facility has the capacity to break 325.000 eggs per hour and produce millions of hard-boiled eggs per week.

Detailed information about Bumble Hole Foods is available at [www.bumbleholefoods.com](http://www.bumbleholefoods.com)

### SHORT PROFILE HARDEMAN EGG GROUP

Hardeman Egg Group was founded in 2020 by Arend Hardeman and consists of breeding and laying companies, egg trading company Kwetters and egg processors Egga Food and Adriaan Goede. HQ in Kootwijkerbroek, NL and locations in Veen, Ospel, Landsmeer, Germany, Hungary and Ethiopia. The group employs more than 500 people and processes more than 2 billion eggs per year.

Detailed information about Hardeman Egg Group available at [www.hardemanegggroup.com](http://www.hardemanegggroup.com)

### SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award-winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provides professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at [www.blacktrace.nl](http://www.blacktrace.nl)



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