

BRAND FACT SHEET

BRAND SNAPSHOT

ACHTERHOF is a digital-first consumer brand operating in the organic and natural food, supplements, and nutraceuticals segment. The company focuses on clean label products that support health, wellbeing, and functional nutrition, combining high-quality natural ingredients with a strong direct-to-consumer model. Positioned in a rapidly growing health and wellness market, **ACHTERHOF** has established a scalable D2C presence and a diversified product portfolio.

QUICK FACTS

Founded: 2014

Headquarters: Bunde, Germany

Category: Natural Food, Nutraceutical and Supplements

Business Model: Online Direct-to-Consumer/ Marketplaces/Retail

Core Markets: Germany, Austria, Switzerland

BRAND POSITIONING

Premium natural ingredients for everyday health and wellbeing.

Value Pillars

- » Natural purity
- » High quality products
- » Holistic assortment

BRAND STRENGTHS

- » Strong brand recognition for organic plant products and nutraceuticals
- » Diversified assortment with high-margin categories
- » Loyal and growing customer base
- » Scalable e-commerce operations and supply chain with own production

PRODUCT PORTFOLIO

Core Categories:

- » Organic herbs & spices
- » Superfoods
- » Natural supplements
- » Functional powders
- » Tea blends

SALES CHANNELS

Direct Channel: Own online shops in Germany and Switzerland

Marketplaces: Amazon & other european marketplaces

Retail: Selected specialty retailers

ACHTERHOF is part of the **ADVANCE Consumer Health Group**, a European platform for consumer health, nutrition and wellness brands.