

## **The Whole Company styrker sin nordiske position med opkøbet af House of Denmark**

Køge, 30. juni 2026

The Whole Company har indgået aftale om at overtage House of Denmark, en veletableret dansk fødevarer virksomhed med stærke licensprodukter og en solid eksportforretning. Opkøbet styrker The Whole Companys position i Norden og understøtter virksomhedens langsigtede vækststrategi.

House of Denmark har gennem en årrække opbygget en stærk position med produkter og brands målrettet familier og børn, herunder de populære licensuniverser Mumitroldene, Bamse og Rasmus Klump.

Opkøbet samler to virksomheder med stærke positioner inden for sundere fødevarer og produkter til familier og børn. Kombinationen af The Whole Companys stærke brands, produktionsplatform og markedsposition med House of Denmarks licensportefølje og eksportkompetencer skaber et solidt fundament for den videre udvikling af virksomheden i Norden.

The Whole Company ejer blandt andet de velkendte brands Castus, Fredsted, Trope og Heidelberg og er en af Danmarks førende virksomheder inden for sundere fødevarer, snacks og drikkevarer.

"Lars Haahr og teamet bag House of Denmark har opbygget en stærk og veldrevet virksomhed med attraktive produkter, stærke kunderelationer og værdifulde licenssamarbejder. Det er et stærkt fundament, som passer naturligt ind i vores strategi, og som vi ser et betydeligt potentiale i at videreudvikle. Sammen skaber vi en endnu stærkere platform inden for sundere snacking og produkter til familier i hele Norden," siger Henrik Winther-Olsen, ejer af The Whole Company.

## **Styrker positionen i Danmark, Finland og Sverige**

House of Denmark har gennem mange år opbygget stærke markedspositioner – særligt i Danmark, Finland og Sverige – og er samtidig godt på vej ind på flere eksportmarkeder. Virksomheden tilføjer The Whole Company betydelige kompetencer inden for licensprodukter og internationale salgsaktiviteter.

Lars Haahr fortsætter som ansvarlig for den fortsatte udvikling af udvalgte eksportmarkeder.

"Vi har gennem mange år udviklet stærke produkter og opbygget langvarige relationer til kunder og samarbejdspartnere. Jeg er glad for, at House of Denmark bliver en del af The Whole Company, som har både kompetencerne, ambitionerne og den industrielle platform til at videreudvikle virksomheden og skabe nye muligheder for vores produkter og kunder," siger Lars Haahr.

## **Integration og fortsat fokus på kunderne**

Overtagelsen har virkning fra 1. oktober 2026. Herefter integreres House of Denmark gradvist i The Whole Companys organisation. Produktionen og lageret flyttes i løbet af efteråret til TWC's faciliteter i Køge, mens nogle eksportaktiviteter fortsætter fra Vejle.

For kunder og samarbejdspartnere betyder overtagelsen, at de fortsat vil have adgang til de kendte produkter – samtidig med at de får adgang til en stærkere organisation med øgede udviklings-, produktions- og distributionsmuligheder.

"Vores højeste prioritet er at sikre en tryk og professionel overgang for kunder, leverandører og samarbejdspartnere. Vi har stor respekt for det, House of Denmark har opbygget gennem mange år, og vi ser frem til at videreudvikle virksomheden, styrke relationerne til kunder og licenspartnere og bygge videre på det stærke fundament," siger Henrik Winther-Olsen.



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### **Om The Whole Company**

The Whole Company er en dansk fødevarer virksomhed med hovedkontor i Køge og produktion i blandt andet Køge, Nakskov og Vadum.

Virksomheden udvikler, producerer og sælger en bred portefølje af fødevarer, snacks og drikkevarer under en række stærke brands, herunder Castus, Fredsted, Trope og Heidelberg. Produkterne sælges i hele Norden og på en række internationale markeder.

Virksomheden er ejet af Henrik Winther Olsen og stiftet i 1989.



## **The Whole Company strengthens its Nordic position through the acquisition of House of Denmark**

Køge, Denmark, 30 June 2026

The Whole Company has entered into an agreement to acquire House of Denmark, a well-established Danish food company with a strong portfolio of licensed products and a solid export business. The acquisition strengthens The Whole Company's position in the Nordic region and supports the company's long-term growth strategy.

Over the years, House of Denmark has built a strong market position with products and brands aimed at families and children, including the popular licensed brands Moomin, Bamse and Rasmus Klump.

The acquisition brings together two companies with strong positions within healthier food products for families and children. Combining The Whole Company's strong brands, manufacturing platform and market presence with House of Denmark's licensed product portfolio and export capabilities creates a solid foundation for the company's continued growth across the Nordic region.

The Whole Company owns several well-known brands, including Castus, Fredsted, Trope and Heidelberg, and is one of Denmark's leading companies within healthier foods, snacks and beverages.

"Lars Haahr and the entire House of Denmark team have built a strong and well-managed company with attractive products, solid customer relationships and valuable licensing partnerships. It is a strong foundation that fits naturally with our strategy, and we see significant opportunities to further develop the business. Together, we will create an even stronger platform for healthier snacking and products for families across the Nordic region," says Henrik Winther-Olsen, Owner of The Whole Company.

### **Strengthening the position in Denmark, Finland and Sweden**

Over many years, House of Denmark has established strong market positions – particularly in Denmark, Finland and Sweden – while also expanding into additional export markets. The company brings valuable expertise in licensed products and international sales activities to The Whole Company.

Lars Haahr will continue to be responsible for the further development of selected export markets.

"Over the years, we have developed strong products and built long-term relationships with customers and business partners. I am pleased that House of Denmark is becoming part of The Whole Company, which has the expertise, ambitions and industrial platform to further develop the business and create new opportunities for our products and customers," says Lars Haahr.

### **Integration with continued focus on customers**

The acquisition will take effect on 1 October 2026. From that date, House of Denmark will gradually be integrated into The Whole Company's organisation. Production and warehousing will be relocated during the autumn to TWC's facilities in Køge, while some export activities will continue to operate from Vejle.

For customers and business partners, the acquisition means continued access to the well-known products, while benefiting from a stronger organisation with enhanced product development, manufacturing and distribution capabilities.

"Our highest priority is to ensure a smooth and professional transition for customers, suppliers and business partners. We have great respect for everything House of Denmark has built over the years, and we look forward to further developing the business, strengthening relationships with customers and licensing partners, and building on this strong foundation," says Henrik Winther-Olsen.

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## **About The Whole Company**

The Whole Company is a Danish food company headquartered in Køge, with manufacturing facilities in Køge, Nakskov and Vadum.

The company develops, manufactures and markets a broad portfolio of food products, snacks and beverages under several strong brands, including Castus, Fredsted, Trope and Heidelberg. Its products are sold throughout the Nordic region as well as in a number of international markets.

The Whole Company was founded in 1989 and is privately owned by Henrik Winther-Olsen.