



**Further focus on renewed strategy with additional focus on internal efficiency  
due to business relocation in the Netherlands**

**What's Cooking?**

**Lievegem, 13 October 2023 - 7.15 AM - What's Cooking? is committed to efficiency improvements, more specifically within its strategic business unit 'Savoury' or 'savoury cold cuts'. This will enable it to strengthen the base of its traditional products and services and respond even better to current and future customer needs in terms of service, efficiency and innovations for the future.**

In March 2023, What's Cooking? announced its plan to bet on 'sustainable growth', with a forward-looking strategy focusing on sustainability and innovations of existing and new products, packaging, production processes and services to its customers. With a new name and one clear ambition, group synergies were also strengthened, so that while maintaining local focus and customer orientation, one vision can be rolled out with greater agility and efficiency.

As the company announced earlier, it takes time and investment to realize that ambition: ***"Day by day, we make sustainable food consumption second nature."***

Constantly evaluating efficiencies and improvements is a key component in realizing this strategy.

The leased factory location of What's Cooking? in Aalsmeer, which is mainly dedicated to slicing cold cuts and providing logistics services, was evaluated in this context. Taking into account the possibilities within the group, it was decided to transfer most of the activities in Aalsmeer to other group locations in the Netherlands.

Advice was requested from the works council of What's Cooking? Netherlands and meanwhile recently obtained. Based on the advice, What's Cooking? is continuing local consultations regarding the practical implementation of the decision - this with a view to a gradual relocation of the activities at Aalsmeer in the Netherlands by 1 March 2024.

CEO Piet Sanders stressed, *"By being and remaining local and cost-efficient, we 'unburden' our customers, we can further invest in sustainability and in improving service and innovations, retaining the trust of existing customers and hoping to win new ones."*

The estimated net personnel impact at Aalsmeer in the Netherlands will be 47 employees. We aim to find a solution within the group for as many employees as possible and, where this is not possible, to provide them with maximum work-to-work support.

**Financial calendar**

Annual results 2023	23 February 2024 before trading hours
Annual report 2023	19 April 2024 before trading hours
General Meeting	30 May 2024
Half yearly results 2024	23 August 2024 before trading hours



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### About What's Cooking Group

*What's Cooking? is a **European fresh savoury food group headquartered in Belgium** which commercialises in Europe and beyond a wide range of high-quality and innovative savoury cold cuts, snacking and ready meal food products (also known from Come a casa®), and related services. **"Day by day, we make sustainable food second nature** by increasing the world's appetite for tasty, convenient meals, crafted with care both for the people and the planet". Our customers and consumers are always on our hungry minds when preparing our food products, as is the well-being of our approximately 3,000 people from our headquarter, 12 industrial sites in Belgium, the Netherlands, France, Poland, and the UK, and 7 sales offices. What's Cooking Group (previously named Ter Beke) exists for 75 years, is listed as family company on Euronext Brussels since 1986 (WHATS) and realised a turnover of EUR 781 million in 2022.*

**More info about What's Cooking? can be found on [www.whatscooking.group](http://www.whatscooking.group)**