

Deutsche Post DHL Group is selling Allyouneed Fresh to Delticom

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Deutsche Post DHL Group is selling its online supermarket Allyouneed Fresh. The buyer is Delticom AG, based in Hanover, Germany. Through the sale, the Group will continue to focus its activities within the German parcel market consistently on the German postal and parcel business. Subject to approval by the Bundeskartellamt (German Federal Cartel Office), Delticom AG will take over the business as of October 31, 2018.

"Our assessment of the potential of online food retailing remains positive. More and more companies are becoming involved in this market segment, which is the reason why it is developing so dynamically and still has a great deal of growth potential," commented Christian Metzner, Senior Vice President Online Shopping at DHL Paket. "This is the right time for us to refocus on our core business as a logistics provider. Under the DHL FoodDelivery umbrella, we have successfully been offering the delivery of daily consumer goods, fresh produce and chilled goods since 2017 and we will continue to be a reliable logistics partner to the online food industry in the future," he emphasized.

"The acquisition of Allyouneed Fresh.de, a top address in terms of product range in the online grocery market in Germany, complements Delticom's product offering in the efood segment. We are looking forward to the further development and expansion of this business segment, in which we are already operating successfully with Gourmondo.de and the online supermarket Lebensmittel.de," said Andreas Prüfer, founder and CEO of Delticom AG.

Both parties have agreed not to disclose the purchase price.

Source: [Deutsche Post DHL](#)