



Press release

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Westfalia Fruit acquires Belgian avocado products company Syros

Westfalia Fruit, a global leader in the avocado industry, has completed the acquisition of Syros, a Belgian-based manufacturer of avocado products serving the European food and service industry as well as retail sectors.

For over 30 years, Syros has been producing high-quality avocado-based products for major European supermarkets, restaurant chains and meal box companies. The company supplies both private label and branded products with a focus on convenient, healthy, and sustainable food solutions. Across its portfolio, which contains a wide range of guacamole varieties, there is a strong emphasis on the health and nutritional benefits of avocados.

Wim Destoop, Regional President Europe at Westfalia Fruit, commented: “This acquisition strengthens our value-added business in Europe and aligns perfectly with our growth strategy. Syros has been a trusted partner for many years, with Westfalia supplying a high percentage of their raw materials. Their commitment to quality and sustainability mirrors our own values, making this a natural next step for both companies.”

The integration with Syros will enhance Westfalia’s presence in the European market while maintaining the high standards both organizations are known for. Pieter Casneuf, CEO of Syros, added: “For three decades, Syros has focused on 'making food happen' by providing flavourful, high-quality food in a sustainable way. Joining Westfalia, with whom we have worked together already for many years, will enable us to continue this mission with even greater capabilities and reach.”

Syros's operations and brands, including the professional market brand Syros and consumer market brand Wonky, will now become part of Westfalia. The acquisition also includes a significant private label development enterprise, which revolves around creating innovative concepts and recipes tailored to client requirements.

Westfalia operates in 17 countries across five continents. This latest development is part of an ongoing strategy to expand the company’s global presence while maintaining its commitment to sustainable agricultural practices and responsible corporate citizenship.



Westfalia Fruit acquires Belgian avocado products company Syros. (Photos: Westfalia Fruit, PR040)

About Westfalia Fruit

The multinational Westfalia Fruit Group is a leading supplier of fresh and processed produce to international markets, offering a diverse range of quality fruit and related products via its vertically integrated supply chain. Founded 75 years ago on guiding environmental, social, governance & sustainability principles. These practices, premised on the legacy of Dr Hans Merensky are at the heart of all that is done by the Group – “To Do Good”, – of which continue to underpin our approach today.

Today, operating in 17 countries spread over 5 continents, the Westfalia Fruit Group prides itself on advancing sustainable agricultural practices and being a responsible corporate citizen within the communities in which it operates.

As a frontrunner in the avocado industry, Westfalia grows, sources, ripens, packs, processes, and markets accredited avocados across the globe throughout the year. Value-added products include avocado oil, low-preservative guacamole, frozen avocado, and dried fruit.

Westfalia grows fruit in all major origins in the Americas and Africa and sources from partner orchards, giving the Group the most diverse avocado-growing footprint in the world. Westfalia’s dynamic and integrated supply chain from research to the consumer benefits all stakeholders. The Group’s research division, Westfalia Technological Services, is the world’s largest privately funded subtropical fruit research unit. Its dedicated team of scientists and technicians focus on varietal development, innovation, and environmental matters, and provides a pivotal role in defining the future of the global avocado industry.

A supplier of choice to retail, wholesale, and food-service customers, Westfalia operates sales offices in the UK, Europe, North America, Latin America, southern Africa, and Asia. Fruit is packed in diverse formats and expertly ripened to deliver optimal eating quality. For more information visit www.westfaliafruit.com.



About Syros

Founded over 30 years ago, Syros is a Belgian-based manufacturer specializing in avocado-based products for the European market. The company serves food service, retail and industrial sectors through private label solutions and its own brands, Syros and Wonky. With a mission to 'make food happen,' Syros focuses on creating convenient, healthy and sustainable food products, with guacamole as its core offering. The company develops innovative concepts and recipes for major European supermarkets, restaurant chains and meal box companies.

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