



Press release

For release: **January 21, 2025**

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## **Aldo Empirico appointed as new leader for Westfalia Fruit Germany**

Westfalia Fruit is pleased to announce that Aldo Empirico has been appointed as leader of Westfalia Fruit Germany as of January 1st, 2025. Aldo, who has been with the business for 22 years has served as Managing Director for Westfalia Fruit Germany since 2020, together with Christoph Buchner, who has decided to leave the business as of December 31st 2024. Aldo will now lead the company's operations and commercial activities in the country, building on the strong foundation established during his tenure.

"I am excited to step into the role of leading Westfalia Fruit Germany at this exciting time for the business," said Aldo Empirico. "Germany represents a key market with enormous potential for growth, especially in avocado consumption. We are seeing increasing demand for avocados, and with a passionate and growing team, I am confident that we can continue to expand our presence and drive success in this vibrant market."

Westfalia Fruit is committed to furthering its position in Germany, leveraging Aldo's leadership and the dedication of its team to meet the rising consumer demand for avocados, guacamole and other fresh produce.



Aldo Empirico. (Photo: Westfalia Fruit, PR048)

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### **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-preserved 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](http://www.westfaliafruit.com).

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