



Press release Filta Deutschland, 03 June 2022

## **Filta now belongs to Franchise Brands**

With the successful acquisition of Filta Group Holdings plc by Franchise Brands plc, Filta Fry Deutschland plc and Filta Group Europe BV are now also part of the new franchise family. A total of over 600 franchisees are spread across six established franchise brands in the UK, North America and Europe.

In addition to Filta, B2B brands include Metro Rod, Metro Plumb and Willow Pumps, while ChipsAway, Ovensclean and Barking Mad are among the B2C brands. All companies are leaders in their respective markets and have a long history.

“This acquisition is a very important milestone for us in our company’s history”, said Jos van Aalst, who manages Filta business in Germany as well as in Europe. “On the one hand, we have the opportunity to offer our services to a much larger customer base, and on the other, we benefit from the services as well as the franchise expertise of other brands.”

“Over the coming months, we will examine exactly which services from the other brands would usefully supplement our current portfolio of mobile fryer, oil and grease management”, added van Aalst. Filta has in fact, continued to broaden its range of mobile services for commercial kitchens in recent years. These include the on-site replacement of refrigeration seals, chemical-free drain cleaning as well as cutting-edge solutions for grease separation and for cleaning extraction duct systems.

In future, Filta will further expand its activities across Europe. To achieve this, the company is currently seeking an ‘Operations Director Europe’, who will act as the contact for franchise partners outside Germany and Austria as well as for larger customers outside the German-speaking region.

## **About Filta**

Filta – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today FiltaFry is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, chemical-free drain cleaning and disinfection, as well as state-of-the-art solutions for grease separation and permanent cleaning of extraction systems. Filta is part of Franchise Brands Group since May 2022.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. Filta is a member of the German Franchise Association as well as the Greentable and United against Waste initiatives. In 2022, Filta received the Green Franchise Award.

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