

## Coffee machine & service specialists Espresso Service Dienst and Hillewaert join forces and, with the support of strategic partner Sofindev, continue as Coffee Service Group

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Espresso Service Dienst (ESD), part of Verdi Koffie Groep, and Hillewaert have decided to join forces. Both companies want to continue and further accelerate their strong growth trajectory of recent years together. By combining the quality and coverage of their sales and service network, they want to take their service offering to the next level to the benefit of their customers, suppliers and employees.

In April, Hillewaert welcomed Sofindev as a strategic partner to support its strong position and growth in the professional coffee machine market in the Benelux. The combination of Hillewaert and ESD in Coffee Service Group (CSG) is an important further step in this development, with the full support of Sofindev.

This will make CSG an undisputed market leader in the Benelux, with international growth ambitions, in the sale and maintenance of professional coffee machines.



ESD founders Peter Veerkamp and Nico Klinkenberg join Coffee Service Group, as do Hillewaert founders Kris Hillewaert and Patrick Hillewaere. They will all remain responsible for the day-to-day management. With Sofindev, a reliable and strong partner is also on board, offering both financial and strategic support for growth and further international development. The focus will remain on innovation and reliable technical service for the out-of-home coffee market, such as the hospitality sectors, offices, (hotel) chains, airports and hospitals. CSG will become the 'one-stop-shop' for machines and service, with outstanding support aimed at continuously guaranteeing an optimal coffee experience.

ESD and Hillewaert already worked closely together in recent years in the distribution of the premium brand Franke, a manufacturer of high-quality and smart fully automatic coffee machines, and its own fully automatic espresso machine brand, Yunio, for smaller offices and catering businesses. In addition, both companies share a similar vision and corporate culture.



With more than 130 employees, 5 branches of which 2 in the Netherlands (Zeewolde and Purmerend) and 3 in Belgium (Knokke-Heist, Hasselt and Antwerp), and with premium brands such as Franke, Faema, Astoria and Yunio, the new CSG aspires to be and remain the leading supplier of coffee machines and service. In doing so, continuous innovation and 24h personal service are essential.

With this partnership, CSG also aims to further strengthen its position in the Dutch market, by providing suppliers with even greater market coverage throughout the Netherlands and by offering customers in the out-of-home coffee market an even wider range of quality and service. ESD's expertise in water systems will also be rolled out in the Benelux. More and more companies and families want to replace bottled water for ecological reasons. The partnership will also create additional opportunities for the employees of both companies.





### About ESD

In 1993, Peter Veerkamp founded ESD and started selling and servicing professional coffee machines. Soon after, Nico Klinkenberg also joined the company, who had gained prior experience in the coffee and service industry.

Over the years, ESD became part of Verdi Koffie Groep, a true family business with more than 60 employees, from technicians, planners, drivers, warehouse staff, internal and external sales teams to the finance and marketing departments. From a central office in Purmerend, North Holland, local customers and large (hotel) chains, caterers and wholesalers are supplied with machines and service. The company realized a turnover of €14 million in 2023.

More information about ESD on the website: [www.verdikoffiegroep.nl](http://www.verdikoffiegroep.nl)

### About Hillewaert

Hillewaert was founded in 1997 by Kris Hillewaert, Patrick Hillewaere and their respective partners. Under the leadership of Kris Hillewaert and Patrick Hillewaere, the activities in sales and maintenance of professional coffee machines were set up.

Including the headquarters in Knokke-Heist, Belgium, Hillewaert has four branches: Knokke, Hasselt and Antwerp in Belgium and Zeewolde in the Netherlands. A total of 75 people are employed, including more than 40 technical people who offer daily interventions including installations, checks or repairs. Hillewaert realized a turnover of €30 million in 2023.

More information about Hillewaert on the website: [www.hillewaert.com](http://www.hillewaert.com)

### About Sofindev

Sofindev is a leading independent private equity firm specializing in buyout and growth capital for small and medium-sized companies in the Benelux region. Sofindev was founded in 1991 by two leading family-controlled listed groups. Since then, the Sofindev team has evolved to full independence and has surrounded itself with a wider range of respected family and (international) institutional investors. These investors include entrepreneurs and owners of family businesses in which Sofindev has invested in the past.

Since 2015, more than €500 million of capital has been raised to invest in Belgian and Dutch small and medium-sized companies, which in turn have made dozens of acquisitions, at home and abroad. Currently, from its offices in Brussels (Diegem) and Amsterdam, the Sofindev team manages the Sofindev IV fund (°2015) with a committed capital of €107 million, the Sofindev V fund launched in 2020, with total commitments of €170 million and the €250 million fund launched in early 2023, Sofindev VI. The Sofindev funds invest in the capital of successful small and medium-sized companies in the Benelux, in partnership with the entrepreneurs and management teams of these companies, to support their further growth.

More information about Sofindev on our website: [www.sofindev.com](http://www.sofindev.com)