



Two successful hay-milk specialists join forces for the future

Sulzberger Käse Rebellen and the alpine dairy Reutte - two successful Hay milk specialists will merge from 1.8.2019.

"We believe in the success of hay-milk and we are going to write this success story together in the future", says Josef Krönauer, owner and managing director of the Sulzberger Käse Rebellen. "With their hay-milk expertise the alpine dairy Reutte fits perfectly in our corporate strategy."

In addition to the alpine dairies Sulzberg and Thüringerberg (both dairies in Vorarlberg) and the alpine dairy Zell am Ziller in Tirol, the alpine dairy Reutte is the fourth site of cheese production in Austria and the second in Tyrol. It processes around seven million kilograms of hay-milk each year from 80 milk suppliers and employs six people. The Sulzberger Käse Rebellen is a 100 percent subsidiary of the Schönegger Käse-Alm GmbH in Bavarian Prem with a total of 170 employees. 500 Milk suppliers from the Bregenzerwald, the "Großes Walsertal", Tyrol and the Allgäu deliver 45 million kilograms of hay-milk a year, with a turnover of 50 million euros. Solely hay-milk is processed and the products are exported to 25 countries.

About the location Reutte

With the location in Reutte, the production capacities of the Käse Rebellen are extended and the export activities can be increased. "We see great potential in the alpine dairy Reutte and therefore would like to develop the dairy," explains Andreas Geisler, next to Josef Krönauer Managing Director of the Sulzberger Käse Rebellen. "In the future, additional space will be added in Reutte and the cheese shop will be the poster child for the products".

"The takeover of the alpine dairy Reutte by the Sulzberger Käse Rebellen will strengthen the hay-milk location Reutte permanently. I am pleased - especially for the workforce - about the positive further development of the company by our long-time cooperation partner", affirms Dr. med. Johann Meier, Managing Director of the former owner Stegmann Emmentaler Käseereien GmbH in Kempten / Allgäu.

About the Cheese Factory Reutte and the Sulzberger Käserebellen

Previous owner was the Stegmann Emmentaler Käsereien GmbH located in Bavarian Kempten, a subsidiary of the French Sodial Group.

Owner and Managing Director Josef Krönauer is hay-milk farmer himself and a master cheese maker, who has been producing only hay milk cheese since 1988. He is the founder of Schönegger Käse-Alm GmbH. Also CEO Andreas Geisler is a designated hay milk expert, who played a key role in the successful development of the Heumilch brand in Austria. In the 15 years of his time as spokesman for the marketer and coordinator of the Heumilch Austria consortium, sales, value and awareness of hay-milk products. It was only just in June 2019 that he resigned from this function in order to focus himself on his Käserebellen duties.

