

Small snacks – huge success!

maconda supports the SME investor KKA Partners in its investment in the food wholesaler GeHo

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maconda, the experts for market analyses and commercial due diligence, have once again supported yet another relevant transaction in the food industry. The Cologne-based team of consultants assisted the Berlin-based SME investor KKA Partners in the acquisition of a majority stake in GeHo – a leading wholesaler of food for vending machines and the so-called “out-of-home market”.

The commercial due diligence for GeHo was particularly extensive: in addition to the usual market and customer analyses, the maconda consultants focused on the customer ordering process, procurement, and digitalisation. Data on the less transparent vending machine market was validated through numerous interviews with experts and other market participants. Most of these machines are found in company settings and, more recently, increasingly in unstaffed 24/7 shops. To assess GeHo's positioning in detail, maconda used a variety of analytical methods – including classic ABC analyses and micro-geographical analyses, from which regional anomalies can be determined using special software tools. Additionally, the web shops potential and strategic importance was intensively analysed.

“This enabled us to lay important foundations for KKA Partners’ investment decision, whereby our industry knowledge of food, convenience products and wholesale in general came into play,” explains maconda Managing Director Rainer Mayer. maconda has extensive experience across the entire food value chain: from raw materials to production and distribution via channels such as cash & carry, delivery wholesalers, purchasing associations, retailers, and online platforms.

GeHo - sustainably successful

Based in Straelen on the Lower Rhine, GeHo is a leading wholesaler of food for vending machines with a long history of success. The company supplies numerous locations throughout Germany – including businesses, universities, schools, and public institutions. GeHo clearly sets itself apart from competitors through its specialisation in vending machines, long-standing dealer relationships and own brands such as Willis, Boom, Space and Tradition. With its lean structure, efficient logistics processes and high customer density, GeHo delivers small batches 'just in time' to the point of sale at competitive prices.

maconda further strengthens its expertise within the food industry

The maconda team has supported numerous projects in the food industry in recent years. Therefore, it is one of the most experienced consultants in the German-speaking region. The spectrum ranges from commercial due diligence and strategic realignment to business model optimisation.

Extensive industry experience: convenience food | snacks | frozen food | vegetables, fruit, spices | baked goods | organic & vegan | chocolate & other confectionery | nutritional supplements & sports nutrition | cereals & pasta | meat, fish, and sausage products | ethnic food | wine & spirits | food wholesalers | system catering | pet food

About maconda

For more than 20 years, maconda has been providing support for company takeovers, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing pragmatic support for even the most challenging projects. Its clients include medium-sized companies, divisions of large companies as well as international private equity investors and family offices.

maconda sector expertise: consumer goods | food | retail & ecommerce | packaging | manufacturing industry | future technologies | B2B services (incl. business process outsourcing) | B2C services | healthcare & medtech

maconda core topics: Transaction consulting | Business model development | Performance management