



## PRESS RELEASE

### Food image agency StockFood is now part of Hubert Burda Media

**Munich, June 16<sup>th</sup>, 2016. Munich-based StockFood GmbH is now part of Hubert Burda Media's network. StockFood is one of Germany's most respected photo agencies. As market leader, it carries works by more than 1,000 food photographers from around the world. StockFood will retain its current workforce and its independence as a company. Hubert Burda Media is one of Germany's largest media companies and market leader in food media.**

Hubert Burda Media is acquiring StockFood, the global market leader in food photography. The agency offers the world's most comprehensive collection of food images to professional partners in the media, marketing and advertising industries. In addition to the best work of more than 1,000 prize-winning food photographers, the agency's range of products also extends to videos, features (images and text) and recipes in many different languages. StockFood will become part of the BurdaHome division where Burda has pooled all its journalistic offerings relating to food and living.

StockFood will remain an independent company based in Munich, and nothing will change to its existing relations to customers in more than 120 countries worldwide. Managing Director Martin Skultety is staying on at the helm. Pete Eising, the company's founder and hitherto largest shareholder, is leaving the agency after more than three decades. He plans to concentrate on his successful Eising Studio which will continue to photograph first-class image productions for StockFood on an exclusive basis.

StockFood will remain an independent provider in the image market while gaining a sustainable boost from its new partnership. In return, Burda's own food brands will profit from StockFood's investments and innovations to the same extent as all the agency's other clients.

Frank-Jörg Ohlhorst, Managing Director of BurdaHome: "Our strong food brands have made us the market leader in Germany. StockFood enables us to extend our vertical food portfolio and market our exclusive content on a global scale. We hold the achievements of the StockFood team in very high regard and it will be a pleasure to support the growth of this innovative and thoroughly healthy company."

Martin Skultety, Managing Director of StockFood: "Our clear focus and excellent network have enabled us to post continuous growth in a stagnating market environment. Burda, the congenial 'entrepreneurs' enterprise', is therefore a perfect fit for our strategy. We are looking forward to joining forces and generating shared synergies as we embrace the future together. At the same time, we will be endeavouring at all times to expand our product range and provide the best possible service to our highly diversified customer base."



## About StockFood:

StockFood is the leading food specialist among image agencies, offering creative professionals in media, marketing, advertising and publishing the largest food image database on the internet at [www.stockfood.com](http://www.stockfood.com). This includes an unmatched range of Rights-managed and Royalty-free images, videos and features from over 1,000 internationally renowned photographers and film producers. Expert recipe text, created by an in-house team, is available for all images, videos and features.

StockFood was established in Germany in 1979 and is now represented in more than 75 countries, on all continents, by a worldwide network of partner agencies. The company employs 60 people in its offices in Kennebunk, Maine (USA), Munich (Germany) and London (UK).

*We will be happy to supply images free of charge, to be used in connection with stories about StockFood.*

## About Hubert Burda Media:

Responsible for over 400 print and digital consumer brands, Hubert Burda Media is one of Germany's largest media groups. A strong focus on its digital portfolio and the international media market has been powering growth for several years. Innovation is the driving force behind the organization, which builds on its original roots and values as a family-owned company. It publishes more than 320 magazines around the globe. Burda's digital business contains successful, expanding companies that include e-commerce and marketing platforms along with rating and agency portals and holdings in social media sites. Burda has 165 million users, approximately 40 million paying consumers and 43,000 advertisers. Its commercial success is driven by some 10,000 employees around the world: Burda is active in 20 markets, above all in Germany, Europe, the United States and Asia.

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