

EMBORG



POST



NR. 1

OCTOBER

1971



»The Goddess of Wealth«

This work, by Festus O Idehen, stands in front of Emborg Headquarters, Hasserisvej 139, Aalborg



Erik Emborg

EMBORG POST

In an International Group such as ours it is always a problem to decide in which language a medium such as this should be written. If we use German it is doubtful whether our colleagues in Africa or Latin America could understand. Spanish or Portuguese could also be a solution for some but again would be of no benefit to others.

To write in Danish would of course be acceptable to the majority, but in any democratic society or organisation the minority must be protected. We have therefore decided that English should be the medium for this communication, on the grounds that it is probably the most widely used language in our Group. We will endeavour to keep the contents in simple language without of course turning it into »pidgeon« English. We hope to produce an EMBORG POST three- to four times yearly, such as developments and contents may require.

The object is to give everybody within the Group as much information as to what is going on as possible. We hope to develop a team spirit which will provide even better results for the Group as a whole and thereby be of direct benefit to each individual employee.

Can this be accomplished? It is difficult because we are far apart and our work and interests so different. Do we have anything in common? Can this work?

I hope it can. We have one thing in common with most other human-beings, we want to secure the best possible conditions for our families, for ourselves, for the future. With a thriving go ahead company this can be achieved.

Contributions From Staff Welcomed

I hope that individual staff members will feel free to contribute articles to the Post, also proposals which might be of benefit to the Group will be welcome.

From the management side we will arrange to give individual reports on individual companies, on staff, their activities.

I invite you all to assist and help to make this communication worthwhile reading.

25th Anniversary in Aalborg in 1972

In Aalborg on October 1st, 1972 we shall celebrate the 25th Anniversary of our foundation, it has taken us therefore 24 years to produce our first News Letter, so it is really time we produced a publication of this kind.

On a separate sheet will be found descriptions of the various companies within the Group in an endeavour to explain who we are and what we are all doing.



The Goddess of Wealth

The front page picture of this first edition of »THE EMBORG POST« is of a sculpture »The Goddess of Wealth« the work of Festus Idehen of Benin City, Nigeria. He was born in 1932 and his

exhibitions include — Lagos in 1957-61-62, 1963 in »Groups of Artists« in New York, 1964 in »Groups of Artists« in Berlin, 1965 presentation in Sao Paulo, 1969 in Lagos, 1970 in Charlottenborgs Copenhagen Spring Exhibition.

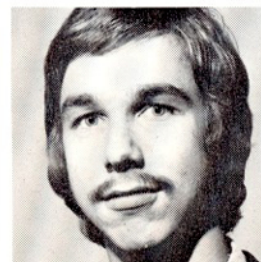
Lars Skensved, Head of our West African operation has, for many years, supported this young artist.

In Skensved's house in Ghana can be found a large relief sculpture covering a garden wall, whilst even larger examples of Idehen's work can be found at Ghana Cold Stores and Fan Milk depots in Apapa, Nigeria, as well as in the late President Wm. Tubman's Mansion, in Monrovia, Liberia.

Festus Idehen was not satisfied with the opportunities which presented themselves in Africa, he wanted a wider experience, like other artists he was restless. Skensved succeeded in obtaining a place for him at the Royal Academy of Art, Copenhagen in the School for Sculptors.

Here, Festus proved to be one of the brightest students, and the sculpture which stands in front of Emborg House, Aalborg is regarded as his most effective work to date. It is cast in bronze.

Staff News



Carl Peder Lomholt, who joined the Malt Department on 1st July, 1971



Carl Johan Jensen, previously in shipping, who joined the Malt Department on 15th July, 1971



Lise Lotte Hansen, EEX, who was recently married but whose surname remains Hansen



Henrik Emborg

Erik Emborg Export Sells from East to West And North to South

Under the leadership of Henrik Emborg, EEX, as it is commonly called, sells foodstuffs all over the world. Most of the products are under the EMBORG brand name.

Destinations on shipping documents would reveal customers in Tahiti and New Caledonia in the Pacific, Hong Kong and Japan in the Far East, West Africa, Saudi Arabia, Libya, Madeira, West Indies, Brazil, Chile and other South American countries too.

The foodstuffs involved are chiefly frozen, and cover Meat, Fish, Poultry and Pastries.

There are about 30 staff members »Exporters«.

E.E.X. was started in 1950, primarily with the object of selling to the U.S. Forces in Germany. Production space

consisted of a few small rented rooms and a couple of Hamburger machines. By 1959 this had been expanded to a 4000 square metre plant and the Company was selling on a global basis. In October 1965 the production side of E.E.X. was sold to the Danish farmers through their cooperative Company Meatcut A/S and a close cooperation agreement was reached. We are now Meatcuts largest outlet.

This left E.E.X. free to concentrate on the Export Sales effort which has resulted in an increase in the sales turnover from Dkr. 45 million in 1965 to 80 million in 1970. Frozen Poultry was a small item in 1965 but has now expanded to such an extent that we can today, with pride, say that we export approx. 15/16 % of Denmark's total export of Poultry.

In addition to Emborg Brand name products (which will soon include Turkeys), E.E.X. also export a wide range of frozen products including Fish, Danish Pastries, Bread and Cakes. In certain countries we act as Export Agents for METTE MUNK Danish Pastries and Cakes. E.E.X. also exports certain Fish Preserves and Caviar under the EMBORG Brand name.

MALT a Major Export

The Malt Department of Erik Emborg is under the leadership of Erik Kristensen, with Søren Padkjær as an able lieutenant.

Danish Malt, from Horsens Ny Malteri, an affiliated company of Ceres Brewery Ltd. and Kongens Bryghus, an affiliate of Tuborg, is exported all over the world, around 15/20.000 tons annually. In particular Brazil has been an Emborg stronghold for many years. We have been privileged to supply the BRAHMA Group with malt for the past 20 years and we estimate that we ha-



Erik Kristensen

ve delivered to this one customer somewhere in the region of 200.000 tons of malt.

For the statistically minded this represents a value of about 35.000.000 dollars or 16 million hectoliter of beer or the equivalent of three years total brewing in Denmark. We have also provided the Group with Malting Barley to be manufactured into malt at their own Malteries.

Increased sales of Belgian Malt

Belgian malt from Joseph Roelant's Maltings S. A. Bornem, in which company our affiliates in Hamburg, E.H.C. Michahelles have a minority shareholding, has been sold in increasing quantities during the past few years.



Søren Padkjær

In the 1970/71 season we expect to finish with a sale of about 20/25.000 tons. A new Malt Plant is now ready at Ruisbroek, situated on the canal with direct connection to Antwerp, and from August 1971 to July 1972 we expect to export 55.000 tons.

Malt from Turkey

Not content with the best European malt we are also selling from Tuborg's Malt factory in Izmir, Turkey. Sales have now reached 10.000 tons annually.

We can be particularly proud to have assisted in marketing this Malt which now equals the best.

The Fan Milk Operation

Fan Milk (Ghana)Ltd. was founded in Accra in 1960 and Fan Milk (Nigeria) Ltd. in Lagos in 1962.

In 1970 the Ghana Company went public and we are now minority shareholders.

Fan Milk (Nigeria) Ltd. is still a 95 % owned subsidiary but is also on the way to becoming »public owned«.

Both the Companies produce Dairy Products based on raw materials purchased by Emidan Ltd. Aalborg who are Managing Agents.

Emidan is a wholly owned subsidiary of Erik Emborg and is managed by Viggo Arentoft.

Arne Sørensen and Lars Olsen are General Managers in Nigeria and Ghana respectively.

Long Life Milk which can be stored at room temperature for up to two months has recently been introduced in Ghana. There have been teething troubles, which can only be expected with such a sensitive product, but happily these are being overcome. In addition Ice Lollies, Ice Cream, Cottage Cheese, Cream and Yoghourt are produced.

Fan Milk (Nigeria) Ltd. has not yet begun to produce Long Life Milk but there are plans for its introduction in the future.

Sales in Nigeria of the traditional Dairy products are very encouraging and between 10-12.000 litres of milk are sold daily, mostly chocolate flavoured. The milk in both countries is sold in 1/2 pint Tetra Pak cartons. »Ice Lollies«, are a very big sale and over 2 million pieces were sold in Ghana and Nigeria in March 1971.

The products are distributed by cycle and blocks of ice are produced to keep the products cool. These Ice Blocks are also sold to local consumers.

The production dairy in Nigeria, is situated in Ibadan, (a University City of one million inhabitants, the largest City in Africa outside Egypt and South Africa), from where local sales are made. The main distribution centre is in Lagos some 150 kms away. Delivery is made by refrigerated trucks.

The Chana Dairy is in Accra. Eighty five percent of the sales of both Companies are retail, the remainder catering, chiefly hospitals and schools.



A Fan Ice Lolly is appreciated in Nigeria

As part of the company's policy to encourage local management, trainees are sent to Denmark where they are given a thorough and broadly planned training programme.

Head Office Houses Many nationalities

In keeping with the International nature of our Group. Head Office in Aalborg includes personnel from Australia, Brazil, Germany, Portugal and the United Kingdom. The same building

also houses both the Brazilian and British Consulates for North Jutland. From Brazil we have Irany de Oliveira Passos Munkholm who left the many attractions of Copacabana and Rio for



Irany de Oliveira Passos Munkholm

Marriage, Blokhus Beach and Aalborg. She works in our Malt Department. Klaus Kruger has come from E.H.C. Michahelles & Co. Hamburg to co-ordinate the activities of EHCM-Interma-



Ruy da Silva

res and Roelants with the rest of the Group and also to help to co-ordinate Madrid Office. Peter Hoffmann from Frankfurt is also with us, but will soon return to Germany.

Portugal provides us with the redoubtable Ruy da Silva who came here with his Danish wife after some years in Hamburg. Ruy is in charge of Export Sales to the West Indies, South Africa and the Pacific. He is also the Brazilian Vice-Consul.

George Routledge provides the British influence. In charge of Public Relations, Advertising and this News Letter.

Correspondence in Nine Languages

With such a multi-national staff, plus the undoubted linguistic talents of Da-

nes, we are able to correspond in Danish, Swedish, Norwegian, Spanish, French, German Portuguese, English and Italian.

Raymond Burr and Don Galloway Visited Aalborg Office

On the 5th July 1971 the staff working at Hasserisvej, Aalborg, had a visit from two well known T.V. personalities in the form of »Chief Ironside« and »Detective Ed Brown« played in the T.V. series »Ironside« by Raymond Burr and Don Galloway.

These two actors had spent the weekend in Aalborg to attend the 4th July Independence Day celebrations at Rebild near Aalborg where Raymond Burr was the principal American Speaker.

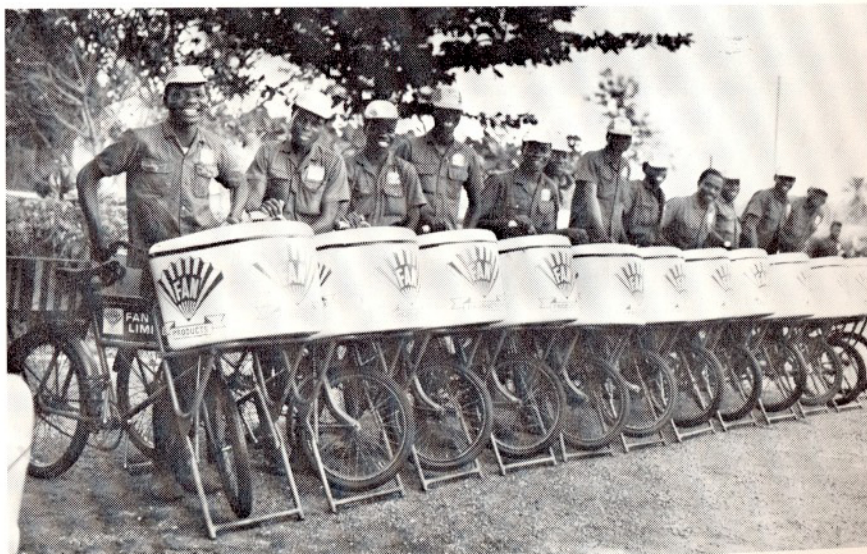
Some of the staff were on hand with their cameras but perhaps our Australian Madonna Johansen showed the most enterprise when she persuaded Don Galloway to photograph her with Raymond Burr.



Raymond Burr and Madonna Johansen

Central & South American Operations

Per L. Laurentzius is General Manager of Intermare Ltd. S. A., Sao Paulo, Bra-



Bicycle Boys distribute Fan Milk products

Where does our Malt come from?

Malt sold by our Malt Department comes from Horsens Ny Malteri, a subsidiary of Ceres Breweries Ltd.

Horsens Ny Malteri began life in 1898 as a Central Maltery for the East Jutland Breweries (Østjydske Bryggerier) which was formed by a fusion of Breweries in Aarhus, Horsens, Vejle, and Fredericia. It was created with the object of supplying their own needs and to sell any over-production on the Home market. The possibility of export was never considered. The maltery had a capacity of 2,200 tons per year and employed 30-40 maltsters. Many years of training were required to become an expert maltster in those days, all work was by hand and a maltster was a highly skilled craftsman.

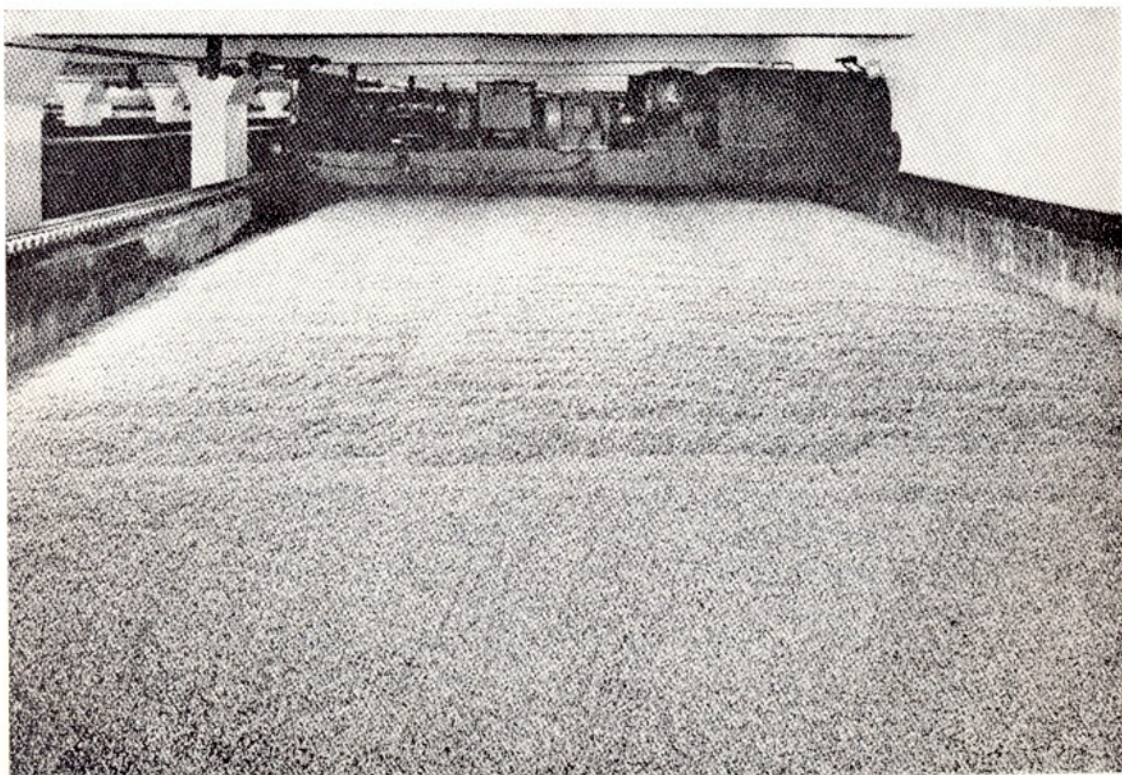
Ceres Breweries took over Østjydske Bryggerier and in 1947 Horsens Ny Malteri was formed. A completely modern mechanized maltery was built to replace the loyal, but outdated Central Maltery, and what had been a handcraft became a modern mechanized industry. With the purchase of other build-

ings in the vicinity, the necessary Silo capacity for barley and storage space for ready packed malt was secured.

In 1962 the production capacity was increased by 20 % and another new Silo system of 3,200 tons capacity was built at a cost of two million kroner. As late as 1970 further renewals and improvements were taking place under leadership of Mr. Axel Olsen.

In principle the malting process as such is the same as when the maltery started its production nearly seventy five years ago, but the methods and technique have changed the production so that 27,000 tons are now produced by 10 men whereas before it took 30-40 men to make 2,200 tons.

To-day Horsens Ny Malteri has a Silo capacity of over 6,000 tons of barley and is Northern Europe's largest export Malting House with a yearly production of 27,000 tons malt. The tonnage of barley required to manufacture this quantity of malt is 38,000 whilst the grown area extends over 10,000 hectares (24,000 acres).



Horsens Ny Malteri