

# Storskogen acquires Vikingsun

PRESS RELEASE, 2021-12-21



Storskogen has acquired a 95 percent stake in Vikingsun AB, a company that distributes and markets kitchenware for the home and for professionals. Vikingsun markets its own brand Satake and well-known external brands. The company reported a turnover of SEK 59m and an EBITA of SEK 10m for 2020, with a strong underlying growth during 2021.

Vikingsun was founded in 1994 by Johan Almling and focuses on Japanese knives and other top-quality kitchenware both for the home and professional kitchens. Some of Sweden's biggest retailers and e-tailers for kitchenware are found among the company's customers. The product offering primarily consist of Japanese knives and lightweight cast iron pans and pots, but also consists of mandolines, ceramic knives, tea pots, cutting boards and more. The products are marketed under the own brand Satake as well as other well-known external brands such as Mac, Mingle, Kyocera, Vulkanus, Chroma type 301 designed by F.A Porche Continenta Senzo and Mcusta Zanmai.

“With Storskogen we will get stronger muscles and all of our personnel who have helped build Vikingsun to become the successful company it is today will remain in the business. For me personally it is a success to let Storskogen take over.” says Johan Almling, co-founder of Vikingsun.

Vikingsun is today headed by its CEO and co-owner Gabriel Gustafsson.

“Our vision is for Vikingsun to be the most innovative and inspiring lifestyle company for professionals and kitchens at home. With Storskogen we will continue our constant work to develop and market products that inspires the social experience around cooking which we strongly believe is a pillar in peoples joy and health. Our engaged personnel possess a lot of knowledge and creativity that will contribute to making Satake the market's strongest and most complete brand within premium kitchenware,” says Gabriel Gustafsson, CEO and co-owner of Vikingsun.

The company will be part of Storskogen's business vertical Brands, in the business area Trade, for which Christer Hansson is responsible.

”Vikingsun is a great distributor within the segment who has successfully built a solid and growing business on the back of its own brand Satake and other well-known external brands. We are happy to welcome the company to the Storskogen Group and will together with Gabriel in the lead continue to develop the brand Satake in Sweden and in Europe as well as the rest of the brand portfolio that builds the foundation of the successful distributor that Vikingsun is today,” says Christer Hansson, EVP and Head of Business Area Trade at Storskogen.

**For more information, please contact:**

Christer Hansson, EVP and Head of Business Area Trade  
[christer.hansson@storskogen.com](mailto:christer.hansson@storskogen.com)

Michael Metzler, Press officer  
+46 704-555 881  
[michael.metzler@storskogen.com](mailto:michael.metzler@storskogen.com)

## ABOUT STORSKOGEN

Storskogen acquires and manages well-managed and profitable small and medium-sized enterprises within the business areas Industry, Trade and Services in the Nordic countries, DACH and the United Kingdom. On 30 September 2021, Storskogen consisted of 94 business units with a total of approximately 7,000 employees and a trailing annual turnover (RTM) of over SEK 19 billion.