

## **Tupperware Brands Announces Plans to Move Its European Headquarters to the Canton of Lucerne**

### *Tupperware's Move Will Create Approximately 50 New Local Job Opportunities*

Lucerne, 31st March 2021– Tupperware Brands announces the company is moving its European headquarters from western Switzerland to the canton of Lucerne. The company will relocate to the “Square One” office building in the D4 Business Village in Root, and all Swiss operations are anticipated to be fully up and running by July 2021. The move will create 50 new jobs in the canton of Lucerne, including employment opportunities across sales, marketing, finance, HR, quality and supply chain functions.

The decision to move the company’s European headquarters is part of Tupperware’s global turnaround strategy, enabling the company to continue its growth and innovation initiatives to accelerate product offerings globally.

“Increasing our accessibility to a large, international talent pool, like the canton of Lucerne, supports our long-term goals to best serve our consumers, our sales force and our communities across the world,” said Miguel Fernandez, Chief Executive Officer at Tupperware Brands. “Europe is a very important market for us, and we look forward to continuing to have a corporate presence in the country of Switzerland.”

Tupperware conducted a careful, multi-pronged evaluation process, including conversations with multiple cantons, in order to identify a new European headquarters. Tupperware selected Lucerne as its new location because of its central location – with close proximity to the Zürich airport and other transportation options as well as access to large, international talent pools.

“We are focused on building and fostering opportunities to provide us the ability to further distribution and product offerings globally to our valued Tupperware customers and consumers,” said Marco Brandolini, Vice President of Commercial, EMEA at Tupperware Brands. “This move allows us to meet that important goal while also continuing to cultivate and expand our presence in Switzerland.”

Tupperware is working closely with the canton of Lucerne, including an active recruitment and hiring process for the open positions.

"We are very pleased about this settlement of Tupperware, an international top company. It reinforces the canton of Lucerne as an attractive business location for global brands such as Tupperware," says Ivan Buck, Director of Lucerne Economic Development.

## **TupperwareBrands**

### **About Tupperware Brands Corporation**

Tupperware Brands Corporation (NYSE: TUP) is a leading global consumer products company that designs innovative, functional and environmentally responsible products that people love and trust. Founded in 1946, Tupperware's signature container created the modern food storage category that revolutionized the way the world stores, serves and prepares food. Today, this iconic brand has more than 8,500 functional design and utility patents for solution-oriented kitchen and home products. With a purpose to nurture a better future, Tupperware® products are an alternative to single-use items. The Company distributes its products into nearly 80 countries primarily through independent representatives around the world. For more information, visit [Tupperwarebrands.com](http://Tupperwarebrands.com) or follow Tupperware on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

### **Media Contact:**

Megan Tucker, RF Binder  
[megan.tucker@rfbinder.com](mailto:megan.tucker@rfbinder.com)

Ivan Buck, Direktor  
[ivan.buck@luzern-business.ch](mailto:ivan.buck@luzern-business.ch)

### **Tupperware Brands Cooperation**

14901 S. Orange Blossom Trail  
Orlando, Florida 32837  
[www.tupperware.com](http://www.tupperware.com)

### **Wirtschaftsförderung Luzern**

Alpenquai 30  
CH-6005 Luzern  
Phone +41 41 367 44 00  
[info@luzern-business.ch](mailto:info@luzern-business.ch)  
[www.luzern-business.ch](http://www.luzern-business.ch)