PRESS RELEASE

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16 Young Talents: BERNER Once Again Fills All Apprenticeship and Dual Study Positions

Many companies are struggling to attract young talent – and nearly half of them were recently unable to fill all available apprenticeship positions*. At the BERNER Group, the situation is different: At the start of the new apprenticeship year, 16 young people have begun their professional careers with the B2B specialist's subsidiaries in the Hohenlohe region. All available apprenticeship and dual study positions were filled well in advance.

Eight of the new talents are starting commercial apprenticeships, while two have joined the company in logistics-related apprenticeship programs. In addition, six young people have chosen to pursue dual study programs specializing in Business Administration with a focus on Retail Management or Service Management. As a result, the BERNER Group currently employs 17 apprentices and 25 dual-study students across nine different professional fields in the region. The Hohenlohe-based subsidiaries BERNER Germany, BTI by BERNER, and BERNER Omnichannel Trading Holding work closely together in designing and delivering their apprenticeship and dual-study programs.

"The shortage of suitable applicants is a major challenge for many companies today," emphasizes Leonie Mistele, Head of Apprenticeships. "The fact that we have once again been able to fill all available positions is therefore a strong signal. It also confirms the effectiveness of our recruiting approach: We successfully reach and attract qualified young talents who are an excellent fit for the apprenticeship and dual-study opportunities we offer." The 16 newcomers already had the opportunity to get to know one another during a networking and orientation day held in the summer.

Now, as they officially begin their careers, they will take part in the company's traditional onboarding week. During this introduction, they will gain their first insights into the international trading group, its various business areas, key contacts, and internal processes. In addition, an assignment within the logistics operation will provide them with valuable hands-on experience.

The BERNER Group will once again offer apprenticeship and dual-study opportunities for 2027. Further information about career entry opportunities can be found online at:

https://shop.berner.eu/de-de/career/welcome
https://www.bti.de/shop-de/karriere/home
https://www.berner-group.com/karriere/karriere

**Source: German Chamber of Industry and Commerce (DIHK) Apprenticeship Survey 2026.*

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