

LEGOLAND® Deutschland Resort – Strategic Partners

Since the park opened in 2002, LEGOLAND® Deutschland Resort has been working with strategic partners from a variety of industries. These long-term, exclusive partnerships within their respective sectors create unique opportunities for collaboration. A wide range of joint marketing activities forms the foundation of these partnerships. The companies involved are leaders in their industries and share the park's philosophy and values. In addition, they benefit from LEGOLAND visitors' family-focused approach and are creatively integrated into the park and Holiday Village environment.

Coca-Cola Europacific Partners Deutschland

As a strategic partner, Coca-Cola Europacific Partners refreshes LEGOLAND® Deutschland Resort visitors with a wide range of non-alcoholic beverages. At LEGOLAND restaurants and numerous refreshment stands throughout the park, guests can find something to suit every taste. Coca-Cola Europacific Partners distributes around 60 beverage products in Germany, ranging from soft drinks with and without sugar to water, spritzers, organic lemonades, as well as tea and coffee beverages. The drinks are available in various sizes, from 0.25-liter glass bottles to 2.0-liter PET bottles. By the way: In 1886, physician and pharmacist John S. Pemberton invented the iconic Coca-Cola beverage in Atlanta. Visitors can explore the history of Coca-Cola at www.cocacolaep.com and discover interesting facts, anecdotes, and myths from many decades.

Hyundai Motor Deutschland GmbH

Mobility is an important topic from an early age. That is why Hyundai Motor Deutschland supports LEGOLAND® Deutschland Resort as its long-standing mobility partner, providing the theme park with 30 innovative vehicles from its current product range for shuttle and service transportation. The focus of the Hyundai fleet at LEGOLAND Deutschland is on environmentally friendly vehicles with alternative powertrains, especially fully electric cars. At LEGOLAND Deutschland Resort, children aged three to six can gain their first driving experience at the LEGOLAND Junior Driving School powered by Hyundai. Older children can earn their first driving license at the LEGOLAND Driving School powered by Hyundai after a short theoretical lesson. Numerous additional joint activities focusing on family and the mobility of tomorrow are also planned for 2026, including the traditional "Experience Hyundai Days" with an extensive vehicle exhibition and many interactive stations for the whole family. Hyundai wishes all visitors a safe and enjoyable journey.

Nintendo of Europe

Bringing smiles to people's faces – that is what LEGOLAND® Deutschland Resort is all about, just like Nintendo's video games. In the Gaming Zone powered by Nintendo, located in the LEGO® X-treme area, visitors can try out a wide selection of games for Nintendo Switch 2. They can race at full speed in Mario Kart World, swing their tennis rackets in Mario Tennis Fever, or smash their way through layers of earth in Donkey Kong Bananza. A gaming experience full of wonder awaits in Super Mario Bros. Wonder – Nintendo Switch 2 Edition +

Together in Bellabel Park, while LEGO fans can enjoy LEGO Voyagers and a variety of LEGO games. So, head to LEGOLAND Deutschland Resort for an unforgettable adventure!

Sparkasse

The Bavarian Sparkassen are the exclusive partner of LEGOLAND® Deutschland Resort in the area of banking and financial services through the Bavarian Savings Banks Association. Cash handling within the park, as well as the provision and operation of the ATMs installed at LEGOLAND, are managed by the nearest Sparkasse Schwaben-Bodensee. The Bavarian Sparkassen provide financial services to all regions of Bavaria – so supporting LEGOLAND is a natural fit. We care about families who simply want to enjoy their day at the theme park without having to worry about payment processes. In cooperation with the Bavarian Savings Banks Association, attractive offers are developed for customers of the Bavarian Sparkassen.

MÜLLER Handels GmbH & Co. KG

The retail company Müller offers all guests with babies and toddlers a quiet retreat with the Baby Service powered by Müller, where the needs of the youngest park visitors are fully taken care of. For a comprehensive service directly on site, visitors can find a wide range of baby and toddler food, diapers, and care products from Müller's quality brands at the "Baby Service powered by Müller." For additional comfort, the facility also includes a changing area, a separate nursing corner for relaxed and undisturbed breastfeeding, seating areas, and a small kitchenette for warming up meals and preparing baby food. With this service, the Ulm-based retail company provides valuable support for families and visitors with young children, allowing them to fully enjoy their LEGOLAND Deutschland Resort experience.

Langnese

What would a visit to LEGOLAND® Deutschland Resort be without a delicious Langnese ice cream? This "ice"-cold treat is available at numerous locations throughout the entire resort. For more than 90 years, Langnese has been delighting ice cream fans of all ages. Whether it's Capri, Nogger, Flutschfinger, or Magnum – hardly any German doesn't have a favorite Langnese ice cream that has been part of their childhood memories. To keep creating these special moments, Langnese surprises its customers every year with new ice cream creations. With the Magnum Signature innovations La Pistache and La Pêche, the premium ice cream brand presents carefully selected ingredients combined with creamy ice cream, new and surprising textures, and its signature taste experience. In addition, many other new ice cream creations from Magnum, Cornetto, and exciting new kids' ice cream varieties await visitors at LEGOLAND Park and Holiday Village. Fans of freshly scooped ice cream and soft serve can also enjoy the wide variety of flavors offered by Carte D'Or and Langnese Soft. Joint activities at the park complete the successful partnership between the two companies. Langnese wishes all visitors an unforgettable stay at LEGOLAND Deutschland Resort!

Seeberger

Since its founding in 1844, the family-owned company Seeberger has been dedicated to creating exceptional moments of enjoyment. The company combines tradition with a spirit of innovation and a strong commitment to responsibility. Seeberger's quality promise brings

together premium product quality, sustainable business practices, and social responsibility, making sustainability a core part of the company's values. Best known for its delicious snacks in their distinctive orange packaging, Seeberger Professional has also stood for premium coffee, authentic moments of enjoyment, and outstanding coffee expertise since 1844. Across Germany, Seeberger Professional supports bakeries, restaurants, and corporate customers with aromatic coffee specialties, matching accessories, and comprehensive service, ensuring a consistently high-quality coffee experience. For more than 15 years, Seeberger has enjoyed a special partnership with LEGOLAND® Deutschland Resort as a Strategic Partner. Visitors can enjoy not only premium coffee and hot chocolate drinks throughout the resort, but also freshly made XXL popcorn and delicious nut and dried fruit snacks available in the park's retail shops.

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Note to editors:

LEGOLAND® Deutschland Resort opened on May 17, 2002, in Günzburg, Bavaria, and is one of the four most visited theme parks in Germany. The Holiday Village located directly next to the park, with its wide range of LEGO-themed accommodations, has also been one of the most popular family hotels in Germany for many years. Information about LEGOLAND Deutschland Resort can be found at www.LEGOLAND.de. Admission tickets and overnight packages can be booked online. LEGOLAND Deutschland Resort ist Teil der Merlin Entertainments Group. Informationen unter www.merlinentertainments.biz.

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