

Press Briefing

SWISS Pavilion - Inspiring retail and consumers with innovative foodstuffs

Zürich, 13th September 2017. **At Anuga 2017, Swiss exhibitors will present their culinary delicacies seasoned with a sprinkling of surprises. At the SWISS Pavilion, a multitude of exciting innovations await trade visitors in Hall 3.1, Micarna SA in Hall 5.1 and the SWISS Cheese Pavilion in Hall 10.1.**

Whether chocolate, pastries, jams, sauces or pickled vegetables, 18 exhibitors will offer a colorful variety of food from a wide range of different areas at the **SWISS** Pavilion in Hall 3.1. They will all win over visitors with their quality, high-grade raw materials, great taste and convenience. Six of the exhibiting companies will be participating in Anuga for the first time in 2017.

Fruits in a new form

Among the exhibitors will be frooggies AG, which has successfully presented itself and its idea to the public in the TV shows “Die Höhle der Löwen” (the German version of the US TV show “Shark Tank”) and the documentary show “Galileo”. frooggies are fruits in a new form. Fruits are freeze-dried and then ground, producing a fine and 100% natural fruit powder. Ten different fruits are available, which can be used as a flavor-intensive supplement for drinks, smoothies, yoghurts, muesli and much more. The range will be expanded, and pineapple and redcurrant were recently added. frooggies fruit powders contains no added sugars and no additives, and are thus a pure, 100% natural product. The finely ground fruits are gently freeze-dried and thus retain the fruits’ typical color and flavor as well as their vitamins and minerals.

Healthy products for a good day

The new quality organic muesli line from bio-familia AG offers variety. The familia organic line includes three exciting varieties. The line is based on the familia Original Birchermüesli. The Original is joined by two new products. The innovations involve trendy ingredients representative of modern muesli consumption. The new familia Bio Muesli Aronia Berry & Raspberry contains healthy Aronia berries grown in Switzerland and a fruity composition of raspberries, dates and apples. The vegan muesli with delicate oat flakes contains no added sugar. The third is the familia Bio Müesli Baked Honey Nut. Whole grain oat flakes are combined with nuts, refined with honey and baked gently in the oven to create a crispy muesli. Wander AG will also be represented at the **SWISS** Pavilion. With Caotina original, the well-known traditional company will present perfect chocolate enjoyment to be drunk hot or cold. Manufactured with genuine Swiss chocolate, Caotina original offers the full taste sensation of drinking chocolate. The range also

features Caotina blanc, a white drinking chocolate. Ovomaltine crunchy cream is one of the highlights at the stand. The spread made from Ovomaltine pieces melts on the tongue and crunches with every bite. Ovomaltine crunchy cream is already a worldwide success. In the past year, the company has responded to growing demand by commissioning of a new state-of-the-art production facility in Switzerland.

Fruity spreads in consumer friendly packaging

Räber AG, a Swiss family business from Küsnacht am Rigi, will be participating in Anuga for the fifth time. It will present its self-produced jams, jellies and baking jams. Small breakfast portions and large containers are available for hotels, restaurants, hospitals and homes (food service). What's new are the modernized packaging designs of the 25g extra jams (aluminum tub) and the 28.3g (1 oz.) mini-jars. The popular small jar for top gastronomy is now offered in the "Royale" variety with 70% fruit. For the retailer, the exquisite "Royale" jam range is available in 215g and 390g jars at the premium level with 70% fruit content and whole fruit pieces. The excellent, fruity range was just recently expanded to include fig, mango, blueberry and apricot jalapeño chili. Trade visitors can also try the jam with 100% fruit content at the stand. Due the complete absence of household sugar (sucrose), it is less sweet, has fewer calories and is also suitable for diabetics. Alongside the jams, the best of the fruit is also extracted in the in-house distillery. The assortment is made up of clear, refined fruit brandies such as "cherry" and the delicious, fine "Vieille" line featuring "Vieille Prune", for example. Räber AG is flexible and ready to produce customized jams, baking jams or other fruit products. Fine, fruity jams are also a specialty of Hero AG. At Anuga, the exhibitor will focus on its range of jams in retail jars, mini-jars and small aluminum serving tins.

Already successful and new chocolate creations

Of course, the **SWISS** Pavilion wouldn't be complete without finest chocolate and pastry specialties. Glarner Feingebäck AG will be represented for first time this year. It will be showing off its fine handmade truffles and pralines. They captivate with their Swiss Confiserie quality and high-grade packaging. "Broken chocolate" is becoming increasingly popular with people with a sweet tooth, and is available in a wide variety of flavors and sizes as well as with caramelized nuts. Customers can create their own varieties – be it with different ingredients, in various sizes or with different decorations. The range is supplemented by pastry shells containing no animal fats, which are also available as kosher or organic alternatives. Tradition and passion regularly inspire chocolate manufacturer Villars Maître Chocolatier SA to create new chocolate specialties. This includes the first "SWISS MILK" 100g bar range, made from milk produced in Swiss regions.

The different Swiss Alpine pastures give cow's milk an individual flavor. The packaging design takes up the cultural characteristics of the regions and is thus a real eye-catcher. The same exhibitor will also present its 100g Swiss liqueur chocolate bars filled with award-winning liqueurs in the flavors of milk chocolate with Williams pear liqueur, milk chocolate with whisky, dark chocolate with kirsch and dark chocolate with gin. The range is supplemented with 300g family-sized bars, which are produced according to a traditional recipe and enchant with their innovative packaging. Chocolats et Cacaos Favarger SA offers artisanal chocolate in keeping with Swiss tradition. The chocolate manufacturer will enrich its product program at the **SWISS** Pavilion with its Avelines pralines and Nougelines as well as with its classic chocolate bars.

Powdered cocoa butter for professionals and hobby chefs

Intelligent Cooking develops innovative products for healthy and enjoyable cuisine. At the **SWISS** Pavilion, the exhibitor will present FÄT, a completely new, purely herbal and thus vegan product for frying meat, fish or vegetables. FÄT is cocoa butter in powdered form that can be sprinkled. It can be precisely dispensed as needed and can be sprinkled over food before frying. The 100 percent natural cocoa butter can be used at high temperatures, has no taste and does not spit. Pores close quickly when heating, meat and fish get the perfect crust, remain juicy depending on the desired cooking time and retain their flavor. With SÖS, the company is also presenting a new, culinary sauce line that will amaze the ambitious professional and hobby chef alike. The paste-like reductions are prepared with fresh ingredients. They have a long shelf-life at room temperature and only require fresh ingredients such as coconut milk, cream, water and butter for cooking. The sauces will win everyone over with their fine taste and great convenience. The line currently consists of curry, creamy mushroom, gravy and a Beurre Blanc sauce. Depending on the season, asparagus and wild game are also on offer. They are produced in Switzerland.

Delicious and healthy variety

HACO AG is known for individual and innovative food products. It develops and markets tailored products and services according to various customer requirements in record time. The company offers products in the categories of instant coffee, cereal bars and savory products such as soups, sauces and bouillon. The newcomers on display at the **SWISS** Pavilion will include extruded fruit bars: delicious, healthy and varied. These fruit-based snacks can be excellently enriched with nuts and produced in the formats of bars, mini-bars, bites or individualized shapes. Harira Oriental Lentil Soup combines taste and convenience: lentils, algae and spices form the basis for this delicious and easy-to-prepare soup. Cold Brew Coffee is refreshing and refined. The concentration of Cold Brew Coffee allows fast preparation of ready-to-drink, single-serve

solutions for the industry and much more. HACO AG will offer tastings of Harira Soup and Cold Brew Coffee at the stand on all trade show days.

Food raw materials checked and audited

KM Commodities AG has been active in the raw materials market for forty years and supplies raw materials for animal feed and human food. At Anuga, the family business will be represented by its food sector trademark Nungesser. Its core competencies include seeds for baking, dried fruit and nuts. Nungesser focuses on quality management, food safety and sustainability.

Conventional and organic raw materials and their manufacturers are regularly inspected and audited on site. In addition to procurement, the company offers additional services such as taking over processing and quality steps.

Mini-cupcakes for a small treat

La Conditoria SEDRUN-SWITZERLAND, Marcel Schmid GmbH, has already made a name for itself with its small and refined mini-cupcakes. La Conditoria will be presenting a selection of new, innovative Mini Bündner specialties at Anuga. In addition to the classic Mini Bündner Nusstörtli, the range is supplemented with further Minis, such as the Bündner Linzertörtli and the Almond and Date varieties and fig varieties. All Minis can be individually packaged and personalized.

Convenience for bakers and confectioners

Crème Pâtissière is used worldwide for filling or decorating cakes, pies and pastries and for all kinds of desserts. Combining the taste of natural and fresh quality products with innovation, LFB – Le Futur Bio SA, who will be presenting themselves for the first time at the fair, produces a crème pâtissière from real Swiss raw materials, such as milk, cream, eggs and sugar. Swiss Crème Pâtissière is a ready-to-use product, presented in a practical and hygienic piping bag. This makes it easy to prepare or decorate various cupcakes or eclairs. The Crème Pâtissière piping bag can be closed easily and reused when stored in the refrigerator. The discerning gourmet has a selection of delicious flavors at their disposal: classic vanilla, lemon, chocolate and mocha. The entire range of Swiss pastry cream contains no chemical additives and preservatives and is made from natural raw materials.

Savory snacks and popular pickled vegetables

At Dumet AG, everything revolves around the olive. The company is renowned for its excellent table olives in a consumer friendly freshness pouch. The range has now been extended to include Italian olives from the region of Sicily, which are distinguished by their fine taste. In addition, Dumet will be presenting its new organic range, which is a reaction by the olive specialist to growing demand for organic products. With an improved recipe and optimized packaging design, the already successful olive snacks will also be presented with the “Cielos” crispy coating. Dumet hopes to delight consumers around the world with its exquisite olive products and expand its exports at Anuga. Hugo Reitzel SA has been processing and producing genuine pickled products in Aigle, Switzerland, since 1909. Reitzel International (Suisse) SA will be represented for the first time at Anuga. For over a hundred years, it has developed existing recipes and production methods in addition to launching new products. Reitzel is one of the specialists in the production of the popular pickled gherkins. They are produced in Switzerland, India and France. However, the brand is not only well-known in Europe, but also in the Asia-Pacific region, the Middle-East, USA and other regions around the world. Consistently high quality and product safety is guaranteed by complete control of the entire supply chain, from the sowing of seeds to the finished product. A wide range of preserves such as gherkins, cocktail gherkins, jalapeños, onions and other pickled vegetables are available in various packs for the retail and food service sectors. Trade visitors are invited to taste the products at the stand.

Traditional cheese from hay milk

The Verein Heumilch (Hay Milk Association), which has a membership consisting of 160 hay-milk farmers, will be also represented at the **SWISS** Pavilion. At Anuga, the Verein Heumilch association will exclusively presents its cheese, which is distinguished by its full-bodied taste and a higher proportion of healthy omega-3 fatty acids. Only hay milk is suitable for the production of traditional natural cheese. During the summer, hay-milk cows spend their time on the local pastures and alps, where, they can enjoy plenty of juicy herbs and grasses in addition to fresh air and clear water. Even in winter, they get the highest quality food: they are fed with sun-dried hay. As a supplement, they receive mineral-rich cereal flour. Feed from silage such as fermented grass or fermented corn is guaranteed not to get into the feeding trough.

World premiere with insect snacks

Swiss tradition meets sustainable innovations – that will be the motto of the Micarna group of companies at Anuga 2017. Alongside traditional Swiss products, such as the renowned salt-reduced Natura Bündnerfleisch, the company will present a comprehensive animal welfare project for chicken fattening (Alpigel) and three top innovations in hall 5.2 booth A58/B59. These includes a world premier, namely the first Micarna snack made from insect flour. POP-BUGS is a snack containing insect proteins, a hot topic which Micarna has turned into a tasty and sustainable environmentally-friendly foodstuff. Pop-Bugs don't just impress with their taste, but also with their looks. Alongside the included dips, Pop-Bugs can be presented in their elegant packaging, which consists of an innovative carton tray with integrated serving function. It's not just the raw materials of our diet that are changing, but also the way in which our products are consumed. This change is just right for the second innovation: the Chickies. The small, diced, poultry snack offers the perfect nibble for between meals – whether at school, on a hike or while playing with friends. Micarna Chickies are therefore the perfect answer to the current discussion about low-fat nutrition. They are available in re-sealable snack packs and are therefore the perfect protein booster for on-the-go.

Animal welfare project for sustainable nutrition

Another innovation is FLEUR DE VIANDE, a spice mixture for alpine lovers who like to use meat as a refined spice component. Two top-notch quality products from Switzerland, Natura Bündnerfleisch and the finest Swiss alpine herbs, combine to form an innovative spice mixture. The innovative two-chamber spice grinder allows the meat or herbs to be individually dispensed at the table. The new combination of meat and spices is available in the flavors of "Alpine Chili", "Salad Mix" and "Raclette Mix", and is suitable for numerous dishes, from pasta to risotto or delicious salads. At Micarna, innovation goes beyond individual products. Innovation also means that the company thinks about with production methods, questions the ways and methods of agricultural fattening and treads new paths. One of these projects, Apligal, has been successfully implemented by Stauss Geflügel GmbH, a joint venture of Micarna and Bio Geflügel Stauss. The sustainable chicken production from the region promises its consumers the highest quality chicken from integrated fattening, whose animal welfare regulations go beyond the current Federal Ordinance on Animal Welfare. In concrete terms, this means that the Alpigel chickens have enough space, retreat possibilities and their own winter garden. The Alpigel pens are up to 660 square meters in size and must be connected to a winter area, which is an additional 165 square meters. At the same time, an additional ten per cent of the pen size is defined as raised seating area. The animals are not prophylactically treated with antibiotics and all live on certified

farms, which are not more than 200 kilometers away from the Stauss Geflügel slaughtering and processing plant in Ertingen.

Large cheese selection in Hall 10.1

Switzerland is famous throughout the world for its fine cheeses. About 40% of Swiss milk is processed into 650 different Swiss cheese specialties. Of this, 30% is exported to more than 60 countries around the world. Trade visitors can sample a selection of cheese specialties at the SWISS Cheese pavilion in hall 10.1. Organized by Switzerland Cheese Marketing, the companies Alp Senn AG, Lustenberger & Dürst AG, Cremo AG, Margot Fromages SA, Bodenseekäse AG and Swissmooh AG will present their offerings. Also represented are the Swiss industry organizations Interprofession du Gruyère, Appenzellkäse GmbH, Emmentaler Switzerland, and Tilsiter who will offer their popular tasting sessions to the specialist audience. Among the new arrivals will be the Appenzeller® Mini-Fondue, which distinguishes itself from other conventional fondues with its strong, sharp taste and creamy consistency. Appenzeller® Mini-Fondue is quickly prepared in the microwave and is always a hit. Emmentaler AOP URTYP Anno 1291® is also likely to generate a lot of interest. It is produced by licensed URTYP cheese makers according to strict AOP rules, tested by neutral cheese specialists and aged for at least 7 months in a damp storage. The high quality criteria and the rigorous selection process mean that Emmentaler AOP URTYP Anno 1291® is only available in limited quantities and is thus exclusively intended for high-end cheese counters. Bodensee Käse AG will be represented among other things by its “Rote Hexe” (Red Witch), a Swiss semi-hard cheese, which stands out at every cheese counter with its red rind, and delights with its soft, sharp flavor. Swissmooh is a Swiss exporter of premium quality dairy products. Mooh is the largest independent dairy farmer organization in Switzerland, with 4000 Mooh farmers. Swissmooh will present selected premium dairy products at Anuga (all types of semi-hard and hard cheese, mozzarella cheese and milk, etc.). Swissmooh offers innovative marketing expertise, experienced logistics staff, quick response to all customer requests, transparency in its operational methods and a fair market policy with all its partners. Swissmooh and Mooh seamlessly control the entire value chain and monitor production, which ensures premium quality for all products.

New offerings for gourmets

Lustenberger & Dürst SA strives for a perfect combination of origin, naturalness, tradition and innovation. The LeSuperbe umbrella brand is one of the oldest affineurs of Swiss cheese. The Grand Maurice – Réserve du Patron®, which seduces with a taste like no other cheese, is a labor of love. Created by passionate cheese maker Maurice Lustenberger, the recipe for the Grand Maurice Réserve du Patron® has been passed down through the family for generations. Now, the well-kept secret is out and the cheese specialty launched as a new product linked to the Lustenberg family coat of arms of, which depicts a deer. The latest offering from LeSuperbe Schweizer Raclette Gourmet is a very special innovation. Portioned in slices, Raclette Gourmet is now available in an ovenproof baking dish. Simply remove the plastic cover, select the desired number of slices, and place the tray directly in the oven or microwave oven.

From sharp to sweet

In Hall 10.1, Emmi will also invite you to their world of tradition, Swissness and indulgence. The focus is on Swiss premium products such as the delicately tangy Kaltbach cheese specialties matured in a natural sandstone cave, the ice-cooled Emmi Caffè Latte white coffee made with Swiss milk and freshly brewed espresso or delicate fondue and raclette dishes. For a sweet indulgence, there are Onken yogurts and Italian dessert specialties from Rachelli and Bontà Divina. The new products on show will be KALTBACH Le Chèvre, which is distinguished by its fruity-creamy flavor with light walnut notes and subtle goat aromas and Emmi CAFFÉ LATTE Espresso Extra Shot in a can. The new Espresso Extra Shot with added caffeine tastes incredibly strong. The drink is characterized by its refreshing energy boost, high caffeine content, intense coffee flavor and practical design.

Extremely fine indulgence

Retail and custom solutions will be the focus of Mifroma SA at the Anuga 2017, which also has a presence in Hall 10.1 with its own booth. With great attention to detail, Mifroma's "Maîtres Fromagers Suisse" mature the natural cheeses made from delicious milk until the flavors have perfectly developed in the cheese. The cave concept also makes a contribution to this. Mifroma traditionally matures various types of cheese over many months. The natural climate of the sandstone cave and the cheese makers' diligent care give the cheese wheels an incomparable flavor. Among the new arrivals presented at the booth will be extremely fine cheese slices with release paper: slice by slice, a delightful experience.

Innovative cottage cheese

Another exhibitor in Hall 10.1 will be Züger Frischkäse AG. Its cheese products are already so popular across the world that 50% of them are exported. At Anuga, Züger will also present innovative cottage cheese products in addition to its mozzarella. Züger cottage cheese is the ultimate power cheese. It is a winner with its high protein and low fat and carbohydrate content. Ideal for those who like to watch what they eat. New in the range is a sharper variation with fine garden herbs. The IQF products (Individual Quick Frozen) for the foodservice industry will be the focus of visitors from overseas. "Due to their long shelf-life, they can easily be transported by ship, which is cheaper than doing so by plane," says Christoph Scherrer, sales manager at Züger.

100 years of variety

The SGWH, the Swiss cooperative of soft and semi-hard cheeses manufacturers, will be represented at Anuga with its own stand. 23 cheese makers produce around 240 cheese specialties with a lot of love and are committed to good quality. The product range is exceptionally wide, ranging from special mountain cheese, to goat and sheep cheese and various soft cheese varieties. 8 cheese makers will be personally present at the stand; they will be on hand to answer all questions regarding the cheese specialties on display. The SGWH celebrates its 100th anniversary this year, an occasion that will also be celebrated at Anuga.

Swiss exhibitors at Anuga 2017

Hall 3.1

<u>Company</u>	<u>Website</u>	<u>Stand N°</u>
bio-familia AG	www.bio-familia.com	D-061
Chocolats et Cacaos Favarger SA	www.favarger.com	C-064
Dumet AG	www.dumet.ch / www.cielos.ch	D-063
frooggies AG	www.frooggies.com	D-066
Glarner Feingebäck AG	www.feinback.ch	D-065a
Haco AG	www.haco.ch	C-060
Hero AG	www.hero.ch	C-066
Heumilch Schweiz / Haymilk Suisse	www.heumilch.ch	D-069
Intelligent Cooking – AKYN AG	www.intelligentcooking.ch	C-068
La Conditoria, Sedrun-Switzerland, Marcel Schmid GmbH	www.conditoria.swiss	D-067
LFB – Le Futur Bio SA	www.lfb.ch	D-064
Nungesser	www.nungesser.com	D-062
Räber AG	www.raeberswiss.ch	C-062a
Reitzel International (Suisse) SA	www.groupe-reitzel.com	D-060a
SHAMSOLHODAEI / ADF project	www.shamsolhodaiei.com / www.adfproject.ch	C-062b
Swiss Fine Bakery Glarner Feingebäck AG	www.feinback.ch	D-063a
Vegetarian Quality GmbH	www.vegetarian.ch	D-065
Villars Maître Chocolatier SA	www.villars.com	D-060
Wander AG	www.ovomaltine.com / www.caotina.ch	C-062

Hall 5.2

<u>Company</u>	<u>Website</u>	<u>Stand N°</u>
Micarna SA	www.micarna.ch	A-058/B-059

Hall 10.1

<u>Company</u>	<u>Website</u>	<u>Stand N°</u>
Alp Senn AG	www.alpsenn-ag.ch	C-024
Bodensee Käse AG	www.bodensee-kaese.ch	C-028
CasAlp, Sortenorganisation Berner Alp- und Hobelkäse AOP	www.casalp.ch	B-021

<u>Company</u>	<u>Website</u>	<u>Stand N°</u>
Coopérative des Producteurs de Fromages d'Alpages "L'Etivaz"	www.etivaz-aoc.ch	B-021
Crema SA - von Mühlennen	www.crema.ch / www.vonmuhlenen.ch	B-027
Emmentaler Switzerland	www.emmentaler.ch	B-023
Emmi Schweiz AG	www.emmi.com	B-041/C-040
Interprofession du Gruyère	www.gruyere.com	C-020
Interprofession du Vacherin Fribourgeois	www.vacherin-fribougeois-aop.ch	B-021
Interprofession du Vacherin Mont-d'Or	www.vacherin-montdor.ch	B-021
Interprofession Tomme Vaudoise		B-021
Lustenberger + Dürst AG	www.le-superbe.com	B-029
Margot Fromages SA	www.margotfromages.ch	B-025
Mifroma SA	www.mifroma.ch	D-040
Raclette du Valais AOP	www.raclette-du-valais.ch	B-021
Raclette Suisse	www.raclette-suisse.ch	B-021
Sbrinz Käse GmbH	www.sbrinz.ch	B-021
SGWH Schweizerische Genossenschaft der Weich- und Halbhartkäsefabrikanten	www.cheese.ch	C-030
SO Appenzeller Käse GmbH	www.appenzeller.ch	C-022
SO Tilsiter Switzerland GmbH	www.tilsiter.ch	C-020a
Sortenorganisation Bündnerkäse	www.buendnerkaese.ch	B-021
STEA – Società Ticinese di Economia Alpestre	www.stea.ch	B-021
Swissmooh AG	www.swissmooh.ch	C-026
Switzerland Cheese Marketing AG	www.cheesesfromswitzerland.com	B-021/C-028
Tête de Moine AOP	www.tetedemoine.ch	B-021
Züger Frischkäse AG	www.frischkaese.ch	C-038

We look forward to your visit.

SWISS Pavilion | Hall 3.1 | Stand N°. C-060 – C068 / D-060 – D-069

Micarna SA | Hall 5.2 | Stand N°. A-058 / B-059

SWISS Cheese Pavilion | Hall 10.1 | Stand N°. B-021 – B-041 / C-020 – C-040 / D-040

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