

SWISS Pavilion at Anuga - Media Release (Trend Topics)

SWISS Pavilion shows off the diversity of the food industry

At the **SWISS Pavilion (Hall 3.1/ Stand C-060 - D-067)**, a total of 16 Swiss companies will present the wares of the Swiss food industry over an area of 274 m². A glance at the companies represented illustrates the great diversity of the Swiss food industry: bio-familia AG, Continental Coffee SA, Golden Chlorella SA, HACO AG, HPW AG, KM Commodities AG (Nungesser), Micarna SA, Mövenpick Schweiz AG, Petit Zèbre Suisse AG, Pharmalys Laboratories SA, Planted Foods AG, SwissDeCode, Räber AG, Reitzel International (Suisse) SA, Villars Maître Chocolatier SA, Wander AG.

Alongside family and traditional businesses that have been established for decades, a number of startups will be presenting their creations. The **SWISS** Pavilion invites visitors to discover the related product stories and the experts responsible for them.

Bio-familia AG – 60 years of tradition and exotic innovations

bio-familia AG has been producing a wide variety of classic Swiss muesli for 60 years. It will present its new products at Anuga in the form of Simply Müesli passion fruit-mango, Bio Müesli Apple Carrot & Bio Müesli Strawberry Rosehip.

Fruity-fresh and sweetened only with fruit – that's the new Simply Müesli passion fruit-mango. In line with the product concept "Einfach.Natürlich.Genussvoll." (Simple. Natural. Full of Pleasure.), only a few carefully selected ingredients are gently baked into a fine, crispy muesli. The basis for this comes in the form of fine wholemeal oat flakes. The new range is oriented towards current consumer trends that require products to be natural and simple, with as short a list of ingredients as possible, as well as being suitable for vegans.

The new familia Bio Müesli Apple Carrot is sweetened only with honey and promises a surprising taste experience with the finest apple pieces and carrot flakes. Combining fruity pieces of strawberry with a subtle hint of rosehip, this takes up the current trend towards vegetarianism, as well as addressing consumers of organic products who would like to try something new. This organic muesli is also vegan.

Continental Coffee – Quality and expertise for professionals

Continental Coffee is a manufacturer of instant coffee for a professional clientele, primarily in the hotel and catering industry, as well as cafes, restaurants and take-away businesses in over 90

countries around the world. Its range includes coffee specialties, soluble coffee, freeze-dried, spray-dried and agglomerated blends from various manufacturers around the world.

Golden Chlorella – The startup with powerfood

“The Anuga is the highlight of our trend calendar for 2019. We’re honored and proud to present Alver, our startup company that is deeply rooted in Switzerland, to an international audience in Germany at Switzerland Global Enterprise’s SWISS Pavilion. We’re also looking forward to meeting companies with similar interests at this important trade show. We’re eager to become a part of this creative and forward-looking melting pot,” summarizes Mine Uran, co-founder and CEO of Alver Golden Chlorella with regard to what’s on offer.

Alver Golden Chlorella is a Swiss startup founded in September 2016. The co-founders are Mine Uranium, CEO (previously R&D Manager Proteins at Nestlé with 20 years of scientific research into the ideal protein from non-animal sources) and Majbritt Byskov-Bridges COO (recognized economist in financial strategy). Alver develops and produces foods using sustainable vegan protein, which is primarily obtained from the microalgae Golden Chlorella. Alver’s mission is to produce nutritious, tasty and healthy foods that feed the world's growing population while protecting the environment.

In 2018, Alver was awarded first prize at the Grand Prix Generation Entrepreneur, Switzerland, and also received the EIT Food Award at Switzerland’s Mass Challenge Acceleration Program. The company was also one of the finalists of Agri & Co 2018, Freiburg. In 2017, Alver was singled out in the category Best Natural Ingredient at the Start-up Innovation Challenge in Frankfurt.

HACO Group with Haco AG, Gutschermühle, Ravensbergen

Independent, self-confident and with some 1,300 employees, the HACO Group is holding its own in an increasingly globalized market. The companies presenting at ANUGA 2019 (Haco AG, Gutschermühle, Ravensbergen) are known for individual and innovative food products in the grain and fruit bar sector. They develop and market tailored products and services adapted to various customer requirements in record time. You will find the members of the HACO Group at ANUGA 2019 in Hall 3.1 Stand D-061a. They will be offering various tastings of protein-rich products throughout the day. New products you shouldn't miss:

- Protein-rich bars for top and amateur athletes

- Extruded fruit bars: delicious, healthy and full of variety. These fruit-based snacks can be excellently enriched with nuts and produced in formats of bars, mini-bars, bites or individualized shapes.
- Muesli mixtures with custom claims such as organic, protein-rich, without added sugar and much more.

hpw AG – Innovation and Cooperation

hpw AG has a lot of experience in supplying the food industry with dried fruit in bulk. Company founder and CEO Hanspeter Werder says: “We ship worldwide directly from Ghana in containers and pallets. Customers can order premium dried fruit in individual cut sizes from us according to their wishes.”

hpw AG presents a wide range of 100% fruit content snacks with no additives, sugar or concentrates – made from mango, pineapple, coconut and other tropical fruits. The company will be presenting new products in the form of fruit balls and fruit rolls, which won the "Innovation Award" at ISM 2019. The production is carried out by the subsidiary HPW Fresh & Dry in Ghana. The fruits are grown, processed and packaged there. Hanspeter Werder highlights the quality advantages: “We only process fresh and fully ripened fruit that is freshly delivered each day by 1400 small farmers.” As the largest company in the region for dried mangoes, pineapples and coconuts, 1000 employees produce around 1800 tonnes of dried fruit each year. This is carried out at the highest technological standard and under the strictest conditions of hygiene and quality (BRC Level AA).

“At every level of the value chain, fairness and sustainability are put at the forefront,” stresses Hanspeter Werder, which he goes on to substantiate by saying: “All employees have an employment contract, receive fair wages and two hot meals per working day. With a view to ecological sustainability, Hanspeter Werder presents some practical achievements: “We use all of our fruit. We heat our drying ovens with the coconut shells and mango stones. We use pineapple and mango peel for our own biogas plant. Our solar panels and sustainable water management also make an important contribution.”

Nungesser – Trademark of the Swiss KMC Group

“The constant expansion of our partnerships at source and the continuous optimization of our supply chains improves our reliability, and seek to make us an attractive choice for our customers in the European food industry,” says Marco Fischer, CEO of Nungesser.

Nungesser is a trademark of the Swiss KMC Group, a family-owned procurement company with a history of over 40 years. Nungesser specializes in the sustainable procurement of seeds, nuts

and other specialties directly from the source, where it represents numerous processing companies. Through its procurement expertise, Nungesser focuses on contract security, transparency, value for money, adherence to delivery dates, sustainability and social commitment. Nungesser lends these strengths to the baked goods and muesli industry, the chocolate industry, and to some extent the food retail trade.

Nungesser is expanding its range of organic seeds and organic nuts in a targeted manner. They now represent an organic seed (organic sunflower seeds, organic linseed) processing company from Slovakia and can thus further round out their organic range in addition to the long-standing partnership in Africa (organic sesame, organic Chia). In addition, the company has continued to greatly increase its customer reliability over the past few months. Now Nungesser has storage capacity in Holland, Poland and Sweden, meaning it can reliably and punctually fulfill its agreements with customers throughout Europe.

Räber AG - Jams, jellies, fruit spreads and bakery jams

By participating in ANUGA 2019, Räber AG intends to reach existing customers and other importers in order to increase the worldwide presence of the Räber brand. The traditional Swiss family firm from Küssnacht am Rigi will be participating in Anuga for the sixth time. It will be presenting jams, jellies, fruit spreads and bakery jams, which are produced in small batches in the company's own production facilities. They come in a wide range of breakfast portions and large containers for hotels, restaurants, hospitals, homes and airlines.

New additions to the product range are the Royale with added saffron, the "king of spices", which produces a seductive, pleasant aroma and is said to have various health effects. A further range of fruit spreads with 100% fruit content can be tasted at the stand. Thanks to the absence of household sugar (sucrose), these varieties are less sweet, have fewer calories and are also suitable for diabetics. They also use the best fruits in their distillery. With a tradition of more than 140 years, clear, refined fruit brandies such as "Kirsch" and the fine "Vieille range" such as "Vieille Prune" are distilled here according to conventional recipes.

REITZEL – spicy pickled gherkins and more for over 100 years

Since its foundation in 1909 in Aigle, Switzerland, REITZEL has had a mission, as Sandra Anchise, Key Account Manager at Reitzel International (Suisse) SA emphasizes: "Making the world of gherkins more flavorful! For over 100 years, we have been using our expertise to constantly renew our business and become the 'pickling specialist'. The company produces in Switzerland, France and India and has a global presence in the retail, gastronomy and organic sectors with the HUGO REITZEL, BRAVO HUGO and HUGO brands. Our product range includes

pickles, jalapeños, baby corns and peppers.” Sandra Anchise adds: “We control our supply chain from seed to fork and ensure that our quality standards are applied to all our products.”

Wander AG – The classics Caotina and Ovomaltine

Wander AG will once again be presenting Caotina chocolate powder and the Ovomaltine and Caotina spreads at this year's Anuga. The company will not be unveiling any new products. “However, we will be presenting a larger container (2.5 kg bucket) of Ovomaltine Crunchy Cream at the fair for the first time,” says Tobias Lütolf in his role as Export Manager of Wander AG and adds: “This will strengthen our position in food service. A container of this size will help our partners in the horeca sector to use Ovomaltine Crunchy Cream more efficiently as a topping for crêpes, waffles or similar. It will also better enable the use of Ovomaltine Crunchy Cream as an ingredient for cakes or patisserie.”

Petit Zèbre Suisse AG – Organic food creations and more

“Always Choose Organic” – the name of Petit Zèbre Suisse AG’s product line sums up the core values of the company: high-quality, nutritious and engaging organic food. The products are developed by team of nutrition experts. The foodstuffs developed in Switzerland have been specially developed to meet the needs of babies and toddlers at every stage of their development. Amber Gao, Brand Manager, explains: “Our mission is to develop healthy eating habits now that will last a lifetime.”

Mövenpick Schweiz AG – Putting more “premium” on the shelves

Of course, the traditional Swiss brand will also be presenting its timeless classics of coffee, chocolate, yogurts, puddings and jams. “We don’t do anything extraordinary; we’re only successful because we do ordinary things in an extraordinary way. And we’ve been doing this for the last 71 years. Although we’ve definitely not been doing this in enough countries so far,” says Steffen Rutter, Head of Business Development at Mövenpick Schweiz AG, summarizing the focal points of the presentation at Anuga.

The company will be presenting Mövenpick Sparkling Coffee, a drink innovation made from trendy cold brew coffee, which is refined with refreshing and natural fruits and sparkling carbon dioxide. With its four different flavors, the new product represents a real alternative to traditional, ready-to-drink coffee drinks and caffeinated soft drinks, not least because of its low sugar and calorie content. The traditional brand presents itself as “refreshingly different”, thus continuing the longstanding success story of Mövenpick Caffè Freddo.

The company is bring more “premium” to the sweet cream shelf in the form of Mövenpick Hazelnut Cream. This breakfast innovation gets its unique taste from a particularly high content of whole, roasted nuts. To help maintain a clear conscience, the three flavors are created without palm oil and with no artificial coloring and preservatives.

Micarna SA – Pop Bugs taking center stage as alternative protein sources

At this year's Anuga, Micarna will present its Pop Bug products in the Swiss Pavilion as well as two top innovations as part of the special exhibition “Taste 19”. In addition, the Swiss company with a long tradition will be demonstrating what possibilities alternative protein sources already offer us today in our culinary diversity and why insects represent a sustainable alternative to classic meat production.

“Changing culinary habits are nothing new. In addition to technical and agronomic developments, globalization offer us today a variety of pleasurable moments that would simply not have been conceivable for earlier generations. But they also present us with unprecedented challenges: Global warming, food waste, packaging waste and a growing world population,” says Micarna.

Villars Maître Chocolatier SA – Regional Milk Chocolate

Using the slogan “Les Laites Suisses”, Villars Maître Chocolatier SA will present a tasting set in an environmentally friendly cardboard box. It contains chocolate specialties that use milk from the Swiss regions of the Bernese Oberland, Fribourg and Lucerne. The new product is presented in the form of the classic 100g tablets.

The Villars chocolate factory is located in a region famous for the high quality of its milk, and uses only milk from the surrounding area. The lush meadows of Freiburg give the milk its extraordinarily creamy consistency, creating the unmistakable taste that make the chocolate creations unique.

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

Swiss Exhibitors at Anuga 2019

Hall 3.1

<u>Company</u>	<u>Website</u>	<u>Booth-no.</u>
bio-familia AG	www.bio-familia.com	D-061
Continental Coffee SA	www.continental.coffee	D-068
Golden Chlorella SA	www.alver.ch	C-064a
Haco AG	www.haco.ch	D-061a
HPW AG	www.hpwag.ch	C-060
Micarna SA	www.micarna.ch	D-067
Mövenpick Schweiz AG	www.moevenpick.com	D-065
Nungesser	www.nungesser.com	D-064
Petit Zèbre Suisse AG	www.petitzebre.ch	C-064
Pharmalys Laboratories SA	www.pharmalys.ch	C-066
Planted Foods AG	www.planted.ch	C-066a
Räber AG	www.raeberswiss.ch	C-062a
Reitzel International (Suisse) SA	www.groupe-reitzel.com	D-062
SwissDeCode Sàrl	www.swissdecode.com	D-063a
Villars Maître Chocolatier SA	www.villars.com	D-060
Wander AG	www.ovomaltine.com / www.caotina.ch	C-062

We are looking forward to your visit!

SWISS Pavilion | Hall 3.1 | Booth No. C-060 – C066a / D-060 – D-067

SWISS Cheese Pavilion | Hall 10.1 | Booth No. B-021 – B-041 / C-020 – C-040 / D-040

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