



«We were in the right place at the right time with our organic lactose-free products.»

CHRISTOF ZÜGER
CEO, Züger Frischkäse AG



A GREEN BAR CAUSES UPROAR

Innovation and pioneering spirit from Oberbüren

What does it take to be successful in the export business? A brilliant idea, outstanding market knowledge - and lots of organic Swiss milk! Züger Frischkäse AG, based in Oberbüren in the Canton of Sankt Gallen, has been supplying specialty organic retailers in Germany with organic lactose-free dairy products since 2008. The range includes mozzarella, cream cheese, quark, mascarpone, salad cheese and butter. The distinctive green bar with the label «lactose-free» on Züger products has long since become the hallmark for the consumption of dairy products without any unpleasant symptoms. «This label has been a match-winner for us,» says CEO Christof Züger, who, along with his brother Markus, took over the company from their father and with a lot of innovation turned it into Switzerland's fifth-largest milk processor. Züger Frischkäse now earns around 60 million Swiss francs or 40 percent of its revenue abroad. It has double-digit annual growth rates.

Lucrative export niche

Success did not just drop into the brothers' laps. For one thing, Swiss organic dairy products are around 30 percent more expensive than foreign competitors' products. Secondly, since the liberalization of the cheese market, foreign suppliers have been able to import their goods into Switzerland duty-free. The shelves have become even more crowded. The fact that organic products are sold in specialist retail outlets in Germany opened up a lucrative export niche. Without letting the higher Swiss milk price become a competitive disadvantage.

Focusing rather than dissipating their energies

For their market entry the brothers from Zug also made good use of existing partnerships, such as the one with Germany's biggest organic retailer, «dennree». First of all Züger Frischkäse launched an organic mozzarella without lactose. Today the company offers eight lactose-free cream cheese products. The intention is to stick to the basic range so that they can achieve the necessary sales figures. Now the successful concept is to be expanded to include other European countries - with the green bar, of course.

FACTS

TARGET MARKET
Europe (Germany, France, Italy, Benelux, Spain, Austria)

SECTOR
Food, cheese / mozzarella

ZÜGER FRISCHKÄSE AG

LOCATION
9245 Oberbüren

www.frischkaese.ch



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.