

Media Release

SWISS Pavilion demonstrates the diversity of the food industry at Anuga 2023

Zurich, 27 September 2023. **At the SWISS Pavilion (Hall 3.1/ Stand C-040 – D-060), a total of 14 companies will be presenting a showcase of the Swiss food industry on 225 m².**

The Swiss companies will be showing off their traditional and innovative diversity at the SWISS Pavilion. This will be a good opportunity for direct exchange and to enjoy high-quality specialties from Switzerland. The products boast quality, sustainability, and transparency along the entire value chain. In many cases, this is further emphasized by labels such as 'Organic', 'AOP', 'Mountain/Alp', or the 'Fairtrade' label on imported ingredients.

Complemented by innovation and tradition

The SWISS Pavilion will feature a wide range of companies: ABAC R&D AG, Alver World SA, Averdi AG/Chiefs AG, bio-familia AG, Chipeño AG. Continental Coffee SA, Fredag AG, La Conditoria SEDRUN-SWITZERLAND AG, Mövenpick Holding AG, Nungesser AG, Räber AG, RBL Group SA, Reitzel International (Suisse) SA, yourharvest AG. Alongside the family-run and traditional businesses that have been established for decades, a number of start-ups will also be presenting their creations. The SWISS Pavilion offers the chance to get to know the associated stories behind the products and those responsible for them.

Healthy foods made from bioactive plant ingredients

“At Anuga in Cologne, the focus will be on presenting performance materials made from amaranth, a typical example of the product development we practice,” says Martin Käppeli of ABAC R&D AG’s presence at Anuga.

The company stands for healthy products and sustainable technologies. Consumer brand “Zellavie” with its associated online shop was launched at the end of 2018 in order to make the unique performance materials intended for wholesalers directly available to consumers. The research and development activities of the AG, which was founded in 2002, are aimed at making the rich treasures of nature available for human health. Gentle manufacturing processes ensure that the bioactive plant ingredients are preserved in the products. ABAC R&D AG draws the necessary knowledge from traditional knowledge and the findings of modern bio- and engineering sciences.

A taste sensation with protein milk drinks

This year, Averdi AG, which markets and distributes Chiefs exclusively, will be presenting its wide range of products at Anuga for the second time. Tobias Lütolf, Head of International Sales: “Thanks to Instagram and our online presence, we are receiving more inquiries from all over the world. By taking part in Anuga, our aim is to take another important step in our export activities.”

In 2015, Chiefs became the first functional food brand to make the world of protein products accessible to a broader target group. After establishing a successful brand in Switzerland long term, it has now taken its first steps in expanding into neighboring countries. Chiefs will also be presenting the new Protein Spread for the first time at Anuga – a chocolate and hazelnut protein spread without added sugar or palm oil, featuring high-quality protein and a unique flavor.

Vegan superfoods

Alver World SA offers a range of high-protein vegan superfoods enriched with our innovative microalgae Golden Chlorella. Its neutral taste and color are what make it truly unique. This was achieved by a natural fermentation process that does not require extraction. Alver offers vegetarians, vegans, and flexitarians tasty and environmentally friendly solutions. Our noodles, for example, contain 22% protein, yet look and taste like conventional noodles. The Alver range is 100% natural, vegan, gluten- and lactose-free, and contains a lot of protein (50%), zinc, magnesium, iron, calcium, potassium, vitamin B, omegas, and carotenoids. Selected as the most sustainable protein in the world. Working with a variety of partners, Alver also offers its unique Alver Golden Chlorella (yellow) and Diamond Chlorella (white) as functional clean label ingredients that are perfect for dairy, egg, fish, and meat applications as they are proven to replace methyl cellulose due to their excellent binding, emulsifying, and gelling properties. The texture is soft due to the high lipid content and does not require any taste masking.

Healthy innovations for current trends

With the latest crunchy muesli creations from the familia brand, the Swiss muesli pioneer bio-familia is proving that enjoyment and health can be combined. The success of crunchy muesli familia High Protein low sugar, launched in 2022, underscores the fact that consumers are ready for low-sugar crunchy muesli alternatives. Alongside the existing Almonds & Vanilla variety, a new flavor with fruity strawberries and subtle vanilla notes was added to the line at the beginning of 2023. Once again, the combination of power and lightness impresses with 22% protein and only 5% sugar, without using any artificial sweeteners. “We are delighted to

be meeting the spirit of the times with the familia High Protein low sugar novelties. The crunchy muesli reflects the high-protein, low-sugar, and vegan trends,” explains Daniel Bächler, Co-Managing Director of bio-familia. Further innovations will be presented at the Anuga stand. Visitors can look forward to seeing what the muesli developers have conjured up.

A taste journey from Mexico to Europe

Samuel Graf is delighted to be a co-founder: “Chipeño, a company founded by three close friends, is proud to be taking part in this year’s Anuga. Following the success story in Switzerland, Chipeño is now also available in Germany. We are on the hunt for new business partners who would like to sell our leader products. We invite you to discover our unique taste sensations at the 2023 trade fair and to join us on a culinary journey.”

Chipeño sauce is the result of friendship and the shared passion of the founders for great food. The sauces are a piece of Mexico that we bring to Europe to seduce people’s palates. The idea for the Chipeño sauce was born during a joint trip to South America by the three friends, and today they bring a touch of Mexico to the European palates. Anuga offers an opportunity to discover these authentic sauces, including the exciting variants: Original, Spicy Habanero, Plant-Based.

Happy Vegi Butcher – delicious meat alternatives in premium quality

Claudia Ilicic, Export Business Manager, on the ‘Happy Vegi Butcher’ range, this year’s Anuga focus: “Fredag AG has been producing vegetarian and vegan meat substitutes for more than 20 years. In addition to its many years of experience, Fredag boasts state-of-the-art infrastructure.” The company is the market leader in the private label sector in Switzerland in these segments and supplies all major players in the retail, food service, and industrial sectors. The portfolio is characterized by high-quality products that are in no way inferior to the original and are a profitable addition to any range.

Mini Bündner Nusstorte from high up in the mountains

What is ‘probably the smallest Bündner Nusstorte in the world’ when it comes to portions of the famous nut-filled pastry is a leader in the range by La Conditoria SEDRUN-SWITZERLAND AG from the Swiss canton of Graubünden. Launched in 2014, the range brings its specialties to retailers and resellers under this name.

“The manufacture and production of our specialties at 1,405 meters above sea level in Sedrun is especially important to us. In doing so, we help to create and maintain jobs in our mountain region,” emphasizes the family business, following the tradition of company founder Marcel

Schmid. Even today, production takes place using high-quality raw materials, to result in specialties with a distinctive flavor.

Kenari nut – Indonesia’s best kept secret

This year, Nungesser will exclusively be promoting their new brand. East Forest Kenari Nuts at Anuga. The Kenari nut is Indonesia’s best kept secret. Kenari nuts grow only on fertile volcanic soils in Indonesia. The nuts are harvested by hand, working closely together with the local population.

“Following our initial success at Biofach 2023, where we received the award for the best new product, we at Nungesser are very proud to finally be able to bring this exclusive innovation to the European snack market,” says Marco Fischer, CEO of Nungesser AG. In spring this year (2023), the company, together with Indonesian partner Kawanasi, received approval as an EU Novel Food and is now ready for launch on the European market.

Getting the best out of Swiss fruit since 1877

“The Räber family business has been obtaining only the best out of Swiss fruit for generations. Our traditional company refines the regional fruit into jams, distillates, and semi-finished products,” emphasizes Simoné Suter Felder, Export & Marketing Manager at Räber AG. The company Räber convinces customers around the globe thanks to the quality of its products. Whether upscale restaurants, sophisticated industrial businesses. or well-stocked retailers – anyone who appreciates natural flavors opts for Räber products.

Yourharvest – organic and Fairtrade specialties

Simone Frei, Head of Communications, invites you to get to know the range of yourharvest organic and Fairtrade specialties at Anuga. “As a specialist when it comes to organic and Fairtrade products, we are delighted to present two of our most important product groups at Anuga. Visit us at our stand in Hall 3.1, Stand D43, and try out the exotic taste of our products for yourself. We look forward to seeing you there!”

The products on display include Fairtrade-certified dried tropical fruits such as mango, pineapple, and bananas from Ghana. Another highlight: “As co-owners of the recently opened, state-of-the-art coconut factory, we are also able to present high-quality, sustainable coconut products,” adds Simone Frei.

Spicy pickles and more for over 100 years

REITZEL – Specializing in pickles since its founding in Aigle, Switzerland in 1909, traditional company Reitzel International (Suisse) SA has cultivated a strong expertise, passion, and

taste for pickles. This has earned the REITZEL brand its undeniable position as a leading specialist in the pickle industry. The cucumber is at the heart of the range of pickles, which including onions, capers, corn cobs, and jalapenos, with the mission to respect vegetables and turn them into delicious pickled products for a healthy and happy diet. REITZEL enjoys an international presence with several subsidiaries and production facilities in Switzerland, France, and India and supplies large retail chains and QSR companies all over the world. As a sustainable supplier, REITZEL focuses on the essentials and is a leader in the ecological and ethical transformation of the cucumber industry in full respect of nature and its people. REITZEL offers a unique and wide range of sustainable products and is proud to offer the first and only

We are looking forward to your visit!

SWISS Pavilion | Hall 3.1 | Booth C-040 – D-060

The exhibitors in the SWISS Pavilion at Anuga 2023:



s-ge.com/exhibitors-anuga

Media contact

Switzerland Global Enterprise | Stampfenbachstrasse 85 | CH-8006 Zürich

s-ge.com

Christine Moser

Corporate Relations + Communications

+41 44 365 50 69

cmoser@s-ge.com

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion. With its unique global network, S-GE supports more than 5,500 Swiss companies each year in their international business and innovative foreign companies on their way to settling in Switzerland. Since 1927, S-GE has been acting on behalf of the Swiss Confederation and the cantons to promote a strong Swiss foreign trade sector and prosperity in Switzerland.