

Nürnberg, Germany 14.– 17.2.2018

BIOFACH2018

into organic



BIOFACH 2018: “Meet the newcomers”

Snack Mich: little power packs in bags

No caravan would every have been able to cross a desert in years gone by without dried figs, apricots and raisins. Raw fruit and vegetables in concentrated form are currently making a comeback in the fitness-oriented target group.

The Snack Mich idea was conceived in a supermarket when two friends, Matej Bilic-Centic and Rainer Krümpel, were standing in front of a typical snack shelf, hungry after an evening of sport, and simply couldn't find anything that would meet their needs despite the wide range to choose from. The selection of healthy snacks was more than modest, and so they decided to create a healthy alternative. “We spent a long time thinking and trying out different things before finally coming to the conclusion that vegetable crisps were the right snack,” explained the two Munich-based start-up entrepreneurs. “That laid the foundation for Snack Mich.”

By providing healthy snacks made from fruit and vegetables of the highest organic quality, they are now supporting the new trend in crisp aisles and helping it to grow further. They said: “Healthy snacks play a key role in a person's ability to perform well. By opting for our products, consumers will always have a healthy portion of vital substances with them. There's always time for a bag of our power packs!”

Unlike other vegetable crisps, the Snack Mich crisps are neither baked, fried nor freeze-dried, but dried gently using a patented process. The young company also imports and exports plant-based raw materials from all over the world that are traded fairly and produced using sustainable practices. As well as fat-free vegetable crisps, its product range now includes lentil and pea sticks, dried fruit, nuts, seeds and mixes, and the products are currently available from many well-known supermarkets, numerous online retailers and Snack Mich's own online store.

All the products are organically certified, 100 per cent free of artificial additives and made to meet the highest quality standards using gentle processes. In addition to fulfilling all the relevant legal requirements, the company is certified in accordance with the IFS Food Standard. This means it is obliged to keep comprehensive records of all its products and raw materials so that they are completely traceable.

Snack Mich (www.snack-mich.de) will be one of the exhibitors in the Pavilion for Young Innovative Companies. This pavilion is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) and is aimed at newcomers and start-ups based in

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Germany. 20 companies altogether will be presenting products there in hall 9 at BIOFACH, the World's Leading Trade Fair for Organic Food (www.biofach.de), which takes place from 14 to 17 February 2018.