

Nürnberg, Germany 14.– 17.2.2018

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BIOFACH 2018: “Meet the newcomers”

Bone Brox: Grandma’s broth as a superfood elixir

By launching Brox, Konrad Knops and Jin-Woo Bae have brought a tradition from their grandmother’s generation into the modern age. The founders have both known and appreciated the effect of a good broth since their childhoods. However, they were only able to find classic meat stocks on the German market and no real bone broths. The aim of Brox is to change this.

According to an ancient saying used by South American Indian tribes, a good broth can bring the dead back to life. Mr Knops and Mr Bae asked themselves, “If something is so good, why should we only have it when we’re not feeling well?” and decided to found their company, Bone Brox, in Berlin.

The newcomers said, “When we heard about the effects of bone broth and collagen on our health and well-being, we were immediately excited and convinced that every component and detail down to the bone marrow made a difference.” Before the launch of Brox broth, only classic meat stocks were available on the German market. A classic beef stock is generally boiled for two to three hours to preserve the flavours of its ingredients. The bones used in Brox are boiled for up to 18 hours, so that their valuable nutrients and collagen are boiled out and preserved as well as the flavours. With this in mind, Bone Brox only uses the bones of organic free-range cows and chickens.

Mr Knops said, “In keeping with the no-waste principle, we are once again integrating bones into people’s menus as part of a balanced diet and guaranteeing nutrients that have unfortunately been lost to a large extent in the modern age.” In his opinion, it is not right that bones end up in the bin as waste these days. He said “If an animal has given its life for us, we owe it to it to utilise it completely.” Brox has been available on the market as an alternative to other to-go hot drinks for just under a year. It can also be purchased in a jar for use at home.

To enable vegetarians and vegans to go through life with a little extra strength too, Bone Bros is presenting a vegan version at BIOFACH 2018: Brox Medicinal Mushroom Broth. According to the company, this is also a completely new type of product, because there are classic vegetable broths on the German market at the moment, but there have never been any broths made from real medicinal mushrooms. Mr Bae said, “Medicinal mushrooms have always played a very

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228
info@biofach.de
www.biofach.de
www.biofach.com

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important role in traditional Chinese medicine (TCM) and we think that is going to become more and more significant in the future.”

Bone Brox (www.bonebrox.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 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.

Photos: Bone Brox

Caption 1: Bone Brox founders

Caption 2: Konrad Knops and Jin-Woo Bae

