

Nürnberg, Germany 15.– 18.2.2022

BIOFACH2022

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PRESS RELEASE

November 2021

Taste, feel and smell the latest food trends at the newcomer pavilion at BIOFACH 2022

- 32 newcomer brands present sustainable new products on a display area measuring more than 300m²
- Participants looking forward to real-life encounters

The newcomers at the subsidised¹ pavilion “Innovation made in Germany” at BIOFACH 2022 from 15–18 February include some start-ups that until now have only experienced the leading international fair as a digital event. After the fully online eSPECIAL in 2021, the 2022 event will go live again, offering a multisensory experience on site in Nuremberg with extra digital features. BIOFACH asked the newcomers what trends will be on display at this pavilion and what they are especially looking forward to.

“We want people to eat more vegetables!” The message from the founders of the **SUUR** brand at Gute Kulturen GmbH is loud and clear. Thanks to the fermentation process and new recipes, they present the native super food sauerkraut complete with “culture shock”. The newcomers from northern Germany are committed to wholly organic farming, regional cultivation wherever possible, and the processing of misshapen fruit and vegetables (known as ‘misfits’) to reduce food waste.

Hülsenreich also invites visitors to enjoy a new taste experience. At BIOFACH, the three co-founders of the company will be presenting their sweet-coated vegan chickpea cookies alongside their savoury varieties. They aim to inspire enthusiasm for this healthy, sustainable and versatile plant group.

¹ For details of the subsidies available, go to:

<https://www.biofach.de/de/aussteller/teilnahme/foerderung-junger-unternehmen>

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Bulk foods and zero waste, plant-based and vegan: products on display reflect food trends

Whereas the products from **SUUR** and other industry newcomers like **Feinschnabel** or **eatly** come in glass containers, **Hülsenreich** uses biodegradable bags made from cellulose, corn starch and kraft paper. Sustainable packaging is important to these newcomers as a matter of principle. It also allows them to accommodate the preference of many consumers for sustainable packaging. The younger generation in particular looks at the packaging² first and then the contents.

Starting off as a niche ecological issue, the unpackaged/bulk foods concept has now gone mainstream. For example, 70 new bulk food stores opened in Germany last year despite the pandemic.³

The till receipt is the ballot paper of the consumer

When they decide on a specific product, consumers are also expressing their lifestyle and the associated values and beliefs. In recent years, for example, vegetarian and vegan foods are increasingly being purchased as part of a healthy diet, but also as a way of making a statement about a healthy planet.⁴ The Nutrition Report 2021 from the German Federal Ministry for Food and Agriculture confirms an increase in the number of people eating a vegetarian or vegan diet to 10 percent and 2 percent respectively. In addition, more and more consumers are trying vegetarian or vegan alternatives out of curiosity (71 percent) or simply because they like the taste (56 percent).⁵

Setting up a business during a pandemic

A branch launch in the middle of a pandemic, product presentations without trade fairs and real-life meetings without live tastings: These are the reasons why start-up **SUUR** is especially looking forward to its first BIOFACH, “and to networking with other brands and start-ups.” Another newcomer,

² “A question of attitude”: Utopia Survey 2020: 47% of respondents aged between 18 and 24 stated that when shopping for food they preferred items to be unpackaged or in environmentally friendly packaging.

³ LZdirekt.de, 12 April 2021

⁴ zukunftsinstitut.de, extract from “Food Report 2022” by Hanni Rützler

⁵ “What Germany eats”: BMEL Nutrition Report 2021

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ooohne, has also only been in existence for around a year. “For us, the first *real* BIOFACH means above all interaction with customers.” Other brands like **Matrose Matee** are looking forward to gaining valuable insights from restaurateurs. It is quickly apparent that the more than 30 newcomers are especially looking forward to the useful discussions with like-minded people who can be expected to give honest and direct feedback following a live tasting.

Until the end of the year, you can read more detailed statements from other young brands exhibiting at BIOFACH 2022 in our “Stories and Highlights” via social media or in the BIOFACH newsroom.

@biofachvivaness

www.biofach.de/de/news

Government-subsidised pavilion “Innovation made in Germany”

As an experienced specialist for start-ups and young companies, NürnbergMesse organises the “Innovation made in Germany” pavilion. This allows start-ups and young companies to present themselves to a professional audience at BIOFACH and showcase their product innovations. The participants in the pavilion also receive free advice on exporting from AUMA, the Association of the German Trade Fair Industry.

The German Federal Ministry for Economic Affairs and Energy (BMWi) provides funding to help start-ups and young companies take part in leading international trade fairs like BIOFACH. In addition, the German Federal Office for Economic Affairs and Export Control (BAFA) reimburses up to 60% of the stand costs.

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