

The background of the entire slide is a close-up photograph of several artichokes. The artichokes have a deep purple color with some green at the edges of the leaves. The lighting is soft, creating a natural and fresh feel.

**BIOFACH eSpecial**

Neuheiten und Trends 2021  
Novelties and trends 2021

# Plant-based products / milk substitutes

Vegetarian and vegan products continue to be extremely popular. The universal availability and the ever-increasing range of plant-based products is fueling this trend. New additions include products made from regional ingredients and from association goods. Plant-based drinks and milk substitutes have long gone beyond soy as a raw material. The choice of raw materials for plant-based drinks ranges from rice, coconut, soy and to nuts and many blends that also meet special requirements (suitable for "barista" foaming). In addition, there are delicious plant-based milk substitutes (cooking creams, "Ghurt", cashew cheese etc) and refined convenience from the refrigerated shelf. Recipes are becoming more sophisticated, with something for every taste and occasion. In the meantime, these not only meet the tastes of many, but also fulfill the desire for a sustainable lifestyle in which the consumption of animal products, especially meat, is reduced or replaced altogether. (Good for the body, the climate of our earth.)



The background of the entire slide is a close-up photograph of several artichokes. The artichokes have a deep purple color with some green at the edges of the leaves. The lighting is soft, creating a natural and fresh feel.

## BIOFACH eSpecial

Neuheiten und Trends 2021  
Novelties and trends 2021

# Sugar-reduced and sugar-free products

Sugar, or rather the reduction or avoidance of it, has long been the focus of health-conscious consumers. The problem is often the hidden sugar in the products. Many breakfast cereal manufacturers already offer tasty sugar-reduced and sugar-free compositions, in which other ingredients provide the flavor and sweetness. This is especially essential for the healthy nutrition of children. Fruit sweeteners and special types of sugar such as palm blossom sugar instead of cane and beet sugar is also a good way to go with chocolates and bars, and makes us feel and enjoy sweetness differently.



The background of the entire slide is a close-up photograph of several artichokes. The artichokes have a deep purple color with some green at the edges of the leaves. The lighting is soft, highlighting the texture of the leaves.

## BIOFACH eSpecial

Neuheiten und Trends 2021  
Novelties and trends 2021

# Food with additional benefits

Our food should be our remedy. This has long been a maxim for nutrition-conscious consumers. Repeatedly, however, it is special "Superfoods" and "Functional Foods" that are in fashion. After Chia, Aronia, Kurkuma and co. now hemp in any form - as seeds in muesli, powder, tea, hemp oil and in pill form - has arrived on the market. Ginger is experiencing a second bloom in the form of shots and in teas, as a healthy root and as a flavor. Health-maintenance and strengthening the immune system was, of course, high on the corona agenda this year.



The background of the entire slide is a close-up photograph of several artichokes. The artichokes have a deep purple color with some green and yellow highlights on their scales, creating a textured and organic pattern.

## BIOFACH eSpecial

Neuheiten und Trends 2021  
Novelties and trends 2021

# Sustainability and social responsibility

Waste avoidance is a keyword that is closely linked to the topic of sustainability and specifically with packaging and responsible handling. "Unpackaged" is on the shopping list of a growing number of consumers. Predestined unpackaged foods are dry products, cereals, flakes, nuts, etc. in any form. More and more natural food stores are responding to this consumer demand, manufacturers and wholesalers are offering corresponding bulk packs. In the course of the worldwide fight against an invisible enemy, customers are also thinking about social responsibility for small farmers in the countries of origin and fair supply chains (keyword supply chain law). Additionally, regional fairness and regional value creation are in demand and desired, because the pandemic has highlighted the strong global fusion and dependence of commodity flows.



The background of the entire slide is a close-up photograph of several purple artichokes. The artichokes have a textured, layered appearance with shades of purple, blue, and green. The lighting is soft, highlighting the natural patterns of the leaves.

## BIOFACH eSpecial

Neuheiten und Trends 2021  
Novelties and trends 2021

# Enjoy healthy

We stay at home - the mantra of 2020, which of course also means, "we cook at home". Closed restaurants, daycare centers, cafeterias and canteens have created entirely new requirements. Together with growing health awareness and the need to do something good for oneself at home, to cook healthy meals for oneself, one's partner, and for the family. Evidence of this is provided by a number of new products: starting with spices for breakfast porridge, which thus becomes a highlight. Basics in surprising variations such as protein-rich legumes, pasta, special Interest products with oils (for wok or baking) or spice mixtures make an imaginative varied, healthy cuisine simple. And if time is of the essence, organic frozen food is ready for the oven. New spreads have been created for snacks. Looking for a reward and something special? Sure thing, chocolate and candy bars as well as sparkling wine and delicious instant meals are ready to enjoy.





## BIOFACH eSpecial

Neuheiten und Trends 2021  
Novelties and trends 2021

**NEW in 2021**

# Unexpected Specials

Innovations have always been a strength of the organic sector. There are no limits to the imagination in the recipe kitchens of the manufacturers. There are always new products to discover. New raw materials, new combinations, innovative production processing or simply products that make you think, "I would never have thought of that". Rarities, unique items, trendsetters. It remains to be seen how they will hold their own on the market and whether they will find their customers. This range extends across all product categories, from health drinks with hemp extract, through coconut mayo to white chocolate with Earl Grey flavoring. Staying open to new flavors is the motto here.