

A perfect combination: pretzels with tasty fillings

Brezelbäckerei Ditsch has added further products to its successful range of filled snacks.



For instance, we have two new savoury fillings – herb butter and garlic butter – in our range of filled pretzels.

Another new filling is salted caramel, which is a very popular flavour at the moment, including in the baked goods market.

Our pretzels filled with sweet and salty butter caramel cream (81 g) appeal greatly to consumers, particularly the younger target group. This has been confirmed by a market research study commissioned by Ditsch.

The filled pretzels not only offer consumers a wholesome snack, but also a multisensory taste experience through the combination of filling, topping and pretzel product.

As our filled pretzels are ready-baked, they are fast and reliable – simply defrost them or heat them up briefly in the oven!

Pretzel boomerangs



As well as our ever-popular pretzels filled with salted butter, consumers are now able to buy pretzel crescents that are filled the whole way through with salted butter. Our pretzel boomerangs (84 g) are an irresistible combination that makes every bite a treat.

These can also be simply defrosted or heated up briefly in the oven. Ready to eat.

Thanks to their unusual shape, the butter-filled pretzel boomerangs set themselves apart from conventional pretzel products and pretzel sticks. Especially in BakeOff stations, their appearance allows them to be distinguished from other, unfilled products.

Organic pretzels

It is increasingly important for health- and quality-oriented consumers to know where their food comes from. A major trend in the field of baked goods is towards organic products. With our tasty organic pretzels (pre-proved dough, 110 g), you can meet the exact needs of the market.

The finest natural organic raw materials – sourced exclusively from producers working in accordance with strict EU organic guidelines – are what gives our organic pretzels their great taste. Needless to say, the pretzels are free from genetically modified ingredients (GMO) and certified with the EU organic label.



Pretzel swirl



The pretzel swirl (pre-proved dough, 100 g) has a new, artisanal look that really catches the eye. Each individual product can be sprinkled with salt or with poppy, sesame or pumpkin seeds and is ideal for filling. The perfect pretzel product for your snack or to-go business.

Pretzel braid



Our new pretzel braid (pre-proved dough, 120 g) is sure to stand out in your display and, thanks to its shape, is also ideal for filling and topping.

Take a look at our new presentation ideas and you'll be able to whip up delicious pretzel braid variants in just a few easy steps.

[presentation-ideas_pretzel-braids.pdf \(ditsch.de\)](https://www.ditsch.de/presentation-ideas_pretzel-braids.pdf)

Retail frozen food products for enjoying at home



We have substantially expanded our range of pretzel products for your customers to enjoy at home. Many products that were previously reserved for wholesalers or food services are now available in standard household-size bags and boxes in retailers' frozen food sections. Whether mouth-watering pretzel butter croissants for breakfast, oven-fresh pretzels as a snack or a pretzel filled with herb butter as part of a barbecue – all of these are available from Ditsch for enjoying at home.

If you require photo material in digital form, please e-mail Marketing Manager Simone Sokoll at simone.sokoll@ditsch.de.

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