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## Kuchenmeister: New products

Kuchenmeister starts the year 2022 with new halal-certified products. This Christmas season there will also be a new, festive Christmas design for the Kuchenmeister packaging of the seasonal items, including Baumkuchen, Baumkuchen Spitzen and Stollen.

### New halal certified products

This year, Kuchenmeister is expanding its range with two new halal-certified products: the Easter lamb in the 400g pack and the butter wafer rolls in the 125g pack. This means that Kuchenmeister can expand its halal range to a total of 20 products.

The cake lamb is a suitable companion on the coffee table for both Christian and Muslim holidays. The butter waffle rolls are the classic from the home of Kuchenmeister and the "product of the first hour".

To be halal certified, a product must not contain any alcohol, gelatin or pork fat. In addition, there must be no mixture of conventional and halal production, the raw materials must be stored separately. All raw materials that are processed in halal-certified products must also be halal-certified.



### New Christmas-CI

Our winter products under the Kuchenmeister brand will have an optimized packaging design for the 2022 season. In order to ensure the recognisability of our products, our typical yellow will be retained, because that's what Kuchenmeister is known for. The color was toned down a bit, and festive red and green were also used in the design. Christmas motifs complete the design.

