



Backtradition seit 1884

## Kuchenmeister: New products

Kuchenmeister presents its new vegan mini sponge cakes in a new and modern packaging design and a new product within the brand cooperation with Mövenpick at Anuga 2023. In addition, there are two great minis for the small appetite: Stollen Cookie and PUK's Cheesecake Style.

### Vegan sponge cake

In the future, we will offer our customers and retailers a moist vegan sponge cake in lemon (35g) and marble (42g) flavors, which is made without animal products and at the same time tastes like a conventional sponge cake. In a convenient format (pack of 4), the individually wrapped mini cake is an ideal snack for on the go - at work, at school, during leisure time or when traveling. Further varieties to expand the range can be quickly implemented.

In addition, Kuchenmeister has developed a new packaging design for its vegan products. Young, colorful and close to today's customers, the new packaging shows our delicious and vegan message!



### Mövenpick Mini yeast pastry

Mövenpick and Kuchenmeister are further expanding their partnership and will launch the new "Mövenpick Mini yeast pastry" in a 300g tray in November 2024. The yeast pastry convinces with 18% fine apricot marzipan filling and 7% juicy cranberries. Lots of good butter, 6% certified white chocolate and almond slivers round out the taste. The confection is also free of artificial flavors, colors, preservatives and palm oil.





Backtradition seit 1884

## Press information

### Stollen Cookie

The Kuchenmeister "Stollen Cookie" combines the cookie as a current trend product with the traditional Stollen recipe that has been popular for decades. Its size of 67.5 grams and the practical individual packaging make it a perfect snack for in between and a wintry souvenir. Classically filled with raisins and marzipan, it is a full winter treat.



### PUK's Cheesecake Style

For all cheesecake lovers, the popular Kuchenmeister PUK's dessert cake is now also available as a line extender in the variety "Cheesecake Style" and in the convenient size of 75 grams. The delicious shortbread base combined with creamy cheesecake flavor is the perfect, spontaneous treat for when you're on the go. Since it does not need to be refrigerated, it can be enjoyed in hot and cold temperatures alike.

