



## PRESS RELEASE

**New WIESENHOF Bruzzler rocks the UEFA EURO 2024™ barbecue summer:  
Limited Edition 2024 is already cult**

**Rechterfeld, October 2023.** Good news for all fans of the German cult bratwurst: Just in time for the 2024 European Football Championship in Germany, WIESENHOF will be starting with two new Bruzzler varieties on the retail market at mid-March, which should be the highlights on every grill at home.

The Limited Edition **Bruzzler Hops & Malt** perfectly combines the three passions of barbecue, beer and football. The new product is characterized by delicious spices such as ginger, coriander, allspice, onions and herbs, which have been refined with a touch of hops and barley malt. Of course the poultry bratwurst is alcohol-free! The Bruzzler Hops & Malt particularly stands out due to its attention-grabbing packaging. The design already has a certain cult factor. A real eye-catcher in every refrigerated shelf and ideal for the upcoming UEFA EURO 2024™.

## **Absolute veggie novelty on the grill**

The second highlight will delight fans of vegan grilled sausage: the innovative Bruzzler veggie Berner Style expands WIESENHOF's Bruzzler range with an absolute novelty. Because the small vegan sausages are wrapped in vegan bacon and filled with vegan cheese. A combination that is unrivaled on German grills. Just like the popular WIESENHOF Bruzzler veggie, the Bruzzler veggie Berner Style does not contain any animal ingredients or soy. The vegan bacon and the vegan sausage are based on pea protein.

“The Bruzzler veggie is very trendy,” explains Dr. Ingo Stryck, Head of Marketing at the PHW Group. “In the last grilling season, we were able to achieve a sales increase of 25.7% compared to the previous year with the new recipe without soy.<sup>1</sup> We were able to generate numerous commercial successes with the introduction of our classic Bruzzler Berner Style in 2021. According to our latest WIESENHOF grill study, Berner Style sausages are among the top 5 most popular types of bratwurst, after bratwursts with cheese fillings and classic bratwursts. 26% of Germans choose Bernese sausages.<sup>2</sup> We are therefore convinced that our new product, the Bruzzler veggie Berner Style, will be just as well received by the barbecue fans. A combination which is not yet available in Germany. With the Bruzzler Hops & Malt, a limited edition with cult character is once again coming to German grills, which makes a perfect match with football. This can only be topped by our ticket competition on all Bruzzler packs for the UEFA EURO 2024™.”

## **Win VIP tickets to UEFA EURO 2024™ every day**

Barbecue and football fans have the chance to win 1x2 VIP tickets for the UEFA Euro 2024™ every day in the largest promotional campaign in WIESENHOF brand

---

<sup>1</sup>Source: Circana (formerly IRI Symphony) meat substitute product database, sales YTD July 23, LEH, excl. Harddiscount.

<sup>2</sup>Source: 8th WIESENHOF Grill Study 2023: May 22 to June 2, 2023, 1,150 respondents, forsa.

history - and the entire Bruzzler range is involved! Between January 1st and May 31st, 2024, by using the winning code from the pack online and, with a bit of luck, get a taste of stadium air. The best thing: With every pack there is another opportunity to win. Life-size displays of the popular European Championship mascot Albärt will attract additional attention at the POS.

### **Bruzzler on Air – wherever you look and hear**

But that's not all! In 2024, the Bruzzler will also be supported by a comprehensive communication concept. In addition to the OnPack promotion for the European Football Championship, this year the limited edition will once again be seen and heard on all channels via moving images for online and TV, as well as radio spots. The 17-second TV spot will also be advertised on the Facebook, Instagram and YouTube platforms. Of course, the topic of grilling and the European Football Championship will be addressed in a variety of ways on the social media channels of the brand WIESENHOF throughout the entire BBQ season.

### **Product information**

<b>Product</b>	<b>Weicht/Pack</b>	<b>Pack/Box</b>	<b>Retail Price/Pack</b>
<b>Bruzzler Hops &amp; Malt</b>	400 (5x80) g	10	4,99€/Packung
<b>Bruzzler veggie Berner Style</b>	250 (6x42) g	6	3,99€/Packung

Further information about the PHW Group and the Bruzzler range can be found at [www.phw-gruppe.de](http://www.phw-gruppe.de) and [www.wiesenhof-bruzzler.de](http://www.wiesenhof-bruzzler.de).

### **Further information:**

WIESENHOF – eine Marke der PHW-Gruppe

Daria Lang  
Paul-Wesjohann-Straße 45  
49429 Rechterfeld (Niedersachsen)  
Mail: kommunikation@phw-gruppe.de  
Tel: 04445 891-0