



PRESS RELEASE

Enjoyment & action from the WIESENHOF Chicken Schmiede:

Rockin' new products & ticket competition for the UEFA EURO 2024™

Rechterfeld, October 2023. Rock 'n' roll at the WIESENHOF Chicken Schmiede! TV chef Timo Hinkelmann has once again rocked the Chicken Schmiede range with exciting, new, special chicken creations. We once again worked on exceptional poultry products and refined their flavors. In addition, the ball is rolling for football fans with the big WIESENHOF OnPack promotion on all Chicken Schmiede's fresh poultry packaging at UEFA EURO 2024™.

New delicacies in the Chicken Schmiede for every occasion

The promotional product **Hattrick Black-Red-Gold** is the ideal grill plate for moments of enjoyment before, during or after the exciting European Championship matches. The juicy chicken medallions are available in three flavors with pepper, paprika and curry marinade - completely in the national flag design of the host of the upcoming European Football Championship. Another novelty for the grilling season are the **Chicken BBQ Torches Lucky Onion**: skewers made from tender thigh meat, with a delicious onion marinade and a light apple note for refinement. The barbecue torches will make barbecue fans' eyes light up and their taste buds glow.

At the start of 2024, two more Chicken Schmiede innovations will cause excitement in retail refrigerated shelves. The **Dicken Batzen** are really large meatballs in the “blacksmith’s style” made from fresh chicken and turkey meat with a hearty meatball taste in Timo’s style. This popular classic is a must-have in every household. Now the meatballs are ready-made. Just put it in the pan or on the grill, add mustard and enjoy. Furthermore, **Timo's Lecker Bissen**, a very special specialty, is added to the range. The name says it all: as a real delicacy the product impresses with two juicy, marinated chicken schnitzels with a filling of hearty brie and potato rosti between them. Rock poultry enjoyment with every bite! Chicken Schmiede at it's best.

Sausage classic goes Chicken Schmiede

Last but not least, the Chicken Schmiede has also reinterpreted a popular classic for sausage lovers. The **Currywurst** is a must-have – especially at football games – in Germany. The basis, in true Ruhrpott style, is a strong bockwurst - in our case, of course, made from poultry meat. In addition, the attractive and attention-grabbing folding box contains a bag with an extra amount of curry sauce from the cult cooperation partner “Hot Pott”, whose typical curry sauce is characterized by its creamy consistency and full-bodied, round taste.

“I am once again extremely proud to have forged more rocking Chicken Schmiede products with WIESENHOF. There's something for every taste: for the grill, the pan and the oven, extraordinary, but also classic with that extra Chicken Schmiede clou and of course suitable for the event highlight next year for football fans. I would love the new year to start right now so that I can enjoy the mega action and the new rocky enjoyment of Chicken Schmiede straight from the refrigerated shelf,” says Timo Hinkelmann.

Dr. Ingo Stryck, Head of Marketing at the PHW Group, adds: “Innovative ideas are just bubbling out in our Chicken Schmiede: completely new product approaches that are not yet available on the market, but also popular classics in the Chicken Schmiede style – of course from German poultry. There is something suitable for every occasion. The biggest event next year will be the UEFA EURO 2024™, which will provide a wide range of activities and impulses. As an official national sponsor, we promote sales in stores with our WIESENHOF ticket competition for the European Championship tournament and enable many fans to be there live in the stadium.”

Win VIP tickets for UEFA EURO 2024™ every day

Definitely an incentive to buy: The Chicken Schmiede is giving away 1x2 exclusive VIP tickets for the UEFA EURO 2024™ every day during the promotional period from January 1st until May 31st, 2024. The winning code for online participation is available on all Chicken Schmiede packs of the fresh poultry range. The best thing: With every pack there is a new chance for an unforgettable stadium experience! Life-size displays of the popular European Championship mascot Albärt will attract additional attention at the POS.

Product information

Product	Weight	Content / Box	Price/kg
Promotional product: Hattrick Schwarz-rot-gold Chicken medaillons, marinated, fresh	ca. 450 g	4	13,99 – 16,99 €/kg
Hähnchen-Grillfackeln Chicken thigh meat on a skewer “Lucky Onion”, marinated, fresh	ca. 450 g	4	10,99 – 13,99 €/kg

Dicke Batzen Poultry meatball, seasoned, fresh	ca. 300 g	6	8,99 – 11,99 €/kg
Timo´s Lecker Bissen Marinated chicken minute schnitzel, filled with potato rosti and brie, fresh	ca. 350 g	6	12,99 – 15,99 €/kg
Product	Weight	Content / Box	Price/Packs
Promotional product: Poultry-Currywurst With Hot Pott Curry-Sauce	900g	6	6,99 €/Pack

Further information about the PHW Group and the Chicken Schmiede range can be found at www.phw-gruppe.de and www.wiesenhof.de.

Further information:

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