



Press release

Vepura celebrates its 10th anniversary at Anuga 2023

Vepura is one of the leading suppliers of frozen Indian ready meals based on authentic, family-owned recipes. Now the company is celebrating its 10th anniversary.

For a decade, Vepura has been offering authentic Indian curries, naan breads and snacks on the German and international market. The vegetarian-vegan products are freshly prepared according to traditional Indian recipes and immediately frozen.

"Our dishes are a culinary journey to India and we are proud of the fact that they taste like being guests in my home country," says Manoj Jain, one of the two founders of Vepura. This is because the use of the unique Indian spices gives the Vepura products their unmistakable taste. Natural ingredients without the addition of any preservatives or flavour enhancers, this is how the ten-year success story can be summarised.

This probably also convinced the jury of the ANUGA Taste Award: Vepura products have already been awarded the renowned ANUGA Taste Award twice. Once for vegan curry dishes in 2015 and then again in 2017 for the frozen snacks marketed under the name "Bombay Street Snacks".

Vepura products are not only popular in food retailing, but are also becoming increasingly popular among bulk consumers. In order to meet the increasing demand from bulk consumers, Vepura offers different container sizes and packaging variants of its products.



A special speciality are the original Indian tandoori naan breads, which are traditionally baked in the Indian clay oven, the tandoor. The handmade breads are made without additives and are characterized by their high quality. The naan breads are offered in different varieties and sizes - simply pure, refined with garlic and coriander or with nigella seeds. They are perfect as an accompaniment to Indian dishes, soups, salads or as a base for creative naanizzas and sandwiches.

Vepura is one of the leading suppliers of handmade tandoori naan bread in Germany.

Vepura has continued to expand its food service business in recent years, especially in canteens and company canteens, amusement parks and many restaurant chains.

"We are proud of our development and achievements over the last 10 years and look forward to showcasing our authentic products at Anuga 2023. Visit us in hall 4.2 at our booth A007 to experience the variety and quality of our vegetarian and vegan specialties," Andreas Siebert, co-founder of Vepura, cordially invites.



Vepura GmbH
Cologne, October 2023

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About VEPURA:

VEPURA was founded ten years ago with the aim of offering authentic, purely vegetarian and vegan Indian dishes. The freshly prepared dishes are frozen directly and are available in leading supermarkets. The company uses fresh ingredients, traditional spice blends and ancestral recipes from co-founder Manoj Jain's family to bring the taste of Indian cuisine to customers' freezers.

For more information, please visit:

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