



Press release

Montag, 6. Februar 2023

Upgrain AG and Ceresal GmbH agree on exclusive cooperation for the distribution of proteins, flours and fibres from brewer's grains upcycling

- Exclusive distribution cooperation agreed for Germany and Austria
- Upcycling products from brewer's grains, a by-product of beer production
- Market innovation with outstanding sustainability and regional origin

The Swiss start-up Upgrain AG, manufacturer of upcycling products from brewer's grains, has concluded an exclusive distribution partnership for Germany and Austria with Ceresal GmbH, a company specialising in the distribution of plant-based ingredients and raw materials. The distribution agreement relates to new and innovative products made from barley-based brewer's grains.

From the brewer's grains, a protein concentrate, a flour and a fibre product will be offered. The protein concentrate has a protein content of about 50% and a fibre content of about 24%.

The fibre concentrate has a fibre content of up to 70%. The flour offers a protein content of approx. 30% and a fibre content of approx. 52%. All products can be offered in organic and conventional quality.

The malting barley for the production of the products comes from Germany and Switzerland, and the production of the products takes place in a brewery in Appenzell, Switzerland. Production facilities in Germany and other European countries are being planned.

"We are pleased to have found in Ceresal a dynamic partner with a very good network in the market for the distribution of our innovative products for the countries Germany and Austria," emphasises Joel Steiner, founder of Upgrain.

"We are very happy about the cooperation with Upgrain. The innovative products are exemplary for sustainability and regionality. These are increasingly important topics in consumer behaviour," explains Stefanie Strebel, Managing Director of Ceresal.

Tel: 06 21/ 30 97 89 25
Fax: 06 21/ 30 97 89 44
E-mail: info@ceresal.de

Bankverbindung:
Deutsche Bank
BLZ: 670 700 24
Kto.-Nr.: 057463200
IBAN: DE15 6707 0024 0057 4632 00

Steuer-Nr.: 37005/20693
USt-IdNr.: DE299040443
DE-ÖKO 003



Ceresal GmbH
Joseph-Meyer-Str. 13-15
68167 Mannheim
info@ceresal.de

Both companies see applications for the product range in the area of meat alternatives and confectionery, but also in baked goods and pasta, sports nutrition, convenience products and snacks.

Please find more information on Upgrain here:

<https://upgrain.ch/>

Please find more information on Ceresal here:

<https://ceresal.de>

Contact person at Ceresal for press and media enquiries:

Stefanie Strebel
Geschäftsführerin
Tel.: +49-621-309789-10
E-Mail: Stefanie.Strebel@ceresal.de

Tel: 06 21/ 30 97 89 25
Fax: 06 21/ 30 97 89 44
E-mail: info@ceresal.de

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