

Mainz, 13.09.2023

TASTE YOUR FUTURE WITH THE MOGUNTIA FOOD GROUP!

The MOGUNTIA FOOD GROUP is pleased to announce that it will be exhibiting at ANUGA in Cologne for the first time. The leading international trade fair for the global food industry will once again open its doors from 07 to 11 October 2023, supplying an international platform for the exchange of ideas, innovations and industry trends.

As a family-owned business established in 1903, the development and production of high-quality food products is at the forefront, with the success of its customers and partners is a key focus.

MOGUNTIA'S key strength is in creating bespoke, tailor-made products; leveraging its robust market research methodologies to pinpoint exact end customer preferences, target consumer segments, and relevant environmental factors. This thought leadership and insight led approach empowers the development of solutions that precisely align with current and future consumer trends.

In light of this, The MOGUNTIA FOOD GROUP is delighted to share their latest brand innovation, which has been developed within this framework.

MOGUNTIA officially unveils its new brand at ANUGA: **The Spice Lab** – a range will take consumers' taste buds on a journey and liven up the kitchen, with the main purpose of inspiring creativity in the kitchen and making it easy to discover new flavours and cuisines.



SPICE LAB

The Spice Lab is launching a European first - a collection of spice blends specifically designed for the **AIR FRYER**. These spice blends will take consumers on a culinary journey around the world: **Mediterranean 'Garlic, Lemon & Herb'**, a BBQ favourite '**Southern Style**

**Sitz der
Gesellschaft**

MOGUNTIA FOOD GmbH
Perlmooserstr. 19
A-6322 Kirchbichl

Tel.: +43 5332 85550
Fax: +43 5332 85550 35

moguntia@moguntia.com
www.moguntia.com

Geschäftsführung:
Johannes Tonauer, Christian Rupp,
Wolfgang Luithlen, Dr. Raphael Leebmann,
Max Grevemeyer, Christoph FraiB

Landesgericht Innsbruck
FN 186648 h

USt.IdNr.:
DE 342466353
ATU48737700

Commerzbank Osnabrück
IBAN: DE11 2654 0070 0541 0956 00
BIC: COBADEFFXXX

Press release

'Crispy Coating', an Asian inspired 'Chinese Salt & Pepper' and an 'Indian Garam Masala' which will give shoppers an extraordinary taste experience, and according to brand research, will resonate highly with consumers.

The Spice Lab wants consumers to rediscover the joy of cooking, sending them on a journey full of culinary experimentation.

Marketing & Communication Director **Claire Handley** emphasises that consumers crave new stimuli in the kitchen and want to discover different flavours: "With **The Spice Lab**, creativity in the kitchen is endless; we are excited to showcase our product range which we are confident will transform any dish and inspire a new era of at home chefs, with on-trend flavours which are accessible to all."



Another exciting launch from MOGUNTIA aligns perfectly with the ANUGA consumer trend "**Plant-Based Protein**", which highlights the health-promoting properties of plant-based alternatives, MOGUNTIA'S latest development is the ideal **organic vegan base for minced meat products**.

Quick and easy to prepare, the base is made from high quality, purely vegetable, nutrient-rich field bean and pea protein and consists only of protein concentrates, starch and spices. It contains no additives such as E-numbers or methyl cellulose - *so it's 100% vegan and organic!* The vegan base is available in four flavours: Classic, Gyros, Curry and Italian. It is extremely versatile and can be used in a variety of dishes such as burger patties, kebabs, meatballs or a vegetarian Bolognese sauce.

About MOGUNTIA:

The MOGUNTIA FOOD GROUP is a family-run company in the 4th generation, which has specialised in spices, marinades, and sauces with a wide range of products. With more than 100 years of experience, the MOGUNTIA FOOD GROUP is a reliable partner for the butcher's trade, the food retail, the meat & food industry, as well as the gastronomy. The products are made from high-quality ingredients and are designed to stimulate creativity in the kitchen.

Press release