

esarom presents product concepts for 2024 at ProSweets 2024 in Cologne

Korneuburg, 01/09/24 - esarom, one of the leading producers of flavor solutions, will unveil its latest product concepts at ProSweets, which will take place from January 28th to January 31st at the Cologne Exhibition Center. Visitors can look forward to a unique sensory experience, especially the “Mystery Gums”.

As an international supplier trade fair for the confectionery and snack industry, ProSweets is a suitable platform for esarom to underline its commitment and innovative strength. The company will be present at stand D-060 in Hall 10.1 and invites visitors to taste their latest creations.

“Mystery Gums” – An exciting taste experience

The heart of esarom’s trade fair appearance is undoubtedly the “Mystery Gums” product concept. The colorful fruit gums promise a revolutionary taste experience where consumers have to find out for themselves which inspiring flavors they are currently enjoying. Raspberry with lemon or strawberry?

This enriches an incomparable taste experience with the “interactivity” component. Harmonious, fruity and exciting – when sweets become an adventure.



Visit us at ProSweets 2024

We look forward to welcoming you to ProSweets 2024. Visit our stand D-060 in Hall 10.1 and taste our latest product concepts – the colorful “Mystery Gums” and much more. Our experts will be happy to assist you.

Taste and discover: The incredible world of aromas with your “partner in taste”.

Date: January 28th – 31st, 2024

Location: Cologne Exhibition Center

Booth: D-060 in Hall 10.1

For further information or to arrange an appointment for a personal conversation, please contact:

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About esarom

esarom is one of the leading suppliers of raw materials, flavors and ingredients for the beverage and food industry around the world.

By working in close partnership with our customers, we develop concepts that provide unique taste experiences.



esarom gmbh

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