

esarom attracts experts: successful start at ProSweets 2024

Cologne, January 29, 2024 – The first day of ProSweets 2024 turned out to be a successful start, as the company was able to welcome numerous industry experts and specialists from the food industry to its stand. The international trade fair for suppliers to the confectionery and snacks industry offers esarom a great opportunity to present its latest product concepts and innovative flavor solutions to a global audience.

Experts are thrilled

The company's stand became a hot spot for experts who discussed the latest concept developments and taste trends in the confectionery industry. Visitors had the opportunity to taste juicy fruit gums à la smoothie as well as delicious waffles with a unique texture and taste profile. The different types of biscuit applications rounded off the guests' taste experience.



Innovations with taste

Visitors had the opportunity to gain exciting insights into the world of taste, including a guessing game and taste samples of the exciting “Mystery Gums”. The opportunity to guess the unique flavor profile of these new fruit gummy candies excited the experts and ensured a sense of dynamism at the esarom stand.

Outlook for the following days

With this good start, esarom is optimistic about the coming days of the trade fair. The company looks forward to welcoming even more experts and industry insiders.

Visit esarom at ProSweets 2024

esarom invites everyone who's interested in confectionery ingredients to visit stand D60 in Hall 10.1 at ProSweets 2024 and be inspired from the latest trends. The esarom team is happy to answer your questions and give you personal insights into their innovative product concepts.

Taste and discover: The incredible world of flavours at your “partner in taste”.

Date: January 28th – 31st, 2024

Location: Cologne Exhibition Center

Booth: D60 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.



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