

# PRESS INFORMATION

## Matching the wellness trend:

### Hibiscus flavours from Dreidoppel

More and more consumers decide for a healthy lifestyle. In terms of nutrition, the focus is on foods that support health and well-being. Matching this trend, the Dreidoppel flavour portfolio also offers numerous flavours that are associated with a wellness function. At ProSweets Cologne from 28 - 31 January 2024, Dreidoppel will be presenting the fresh, floral and delicately tangy trend flavour Hibiscus.

**Langenfeld, January 2024.** Health and well-being have never been more important to consumers than they are today. Not only because of the pandemic, they have recognised the value of a healthy lifestyle. As a proactive approach to health, food and beverages with functional ingredients are all the trend. And numerous new or rediscovered flavours also convey these health benefits. A big plus: the willingness to spend on wellness offers is also increasing.

### Increased sales with hibiscus

The fresh, floral flavour and gentle acidity of edible red hibiscus flowers, to which numerous health benefits are attributed, fit this trend perfectly. In fact, the range of sweet foods containing hibiscus is already growing rapidly worldwide. Dreidoppel offers suitable liquid hibiscus flavours for the production of delicious products with this attractive wellness taste. These natural flavours, which can also be combined in a variety of ways with flavours such as raspberry, peach or cranberry, can be produced in vegetarian or vegan formulations and are also allergen-free. Kosher or halal certification is also possible.

At ProSweets Cologne, the Dreidoppel team will be presenting the trend flavour Hibiscus at Stand E069 in Hall 10.1.

## PRESS CONTACT:

VestaLaurenz Consulterie + Fotografie GmbH

Melanie Clausen

Tel.: +49 234 687566-32

pressedienst@vestalaurenz.de

Dreidoppel GmbH specialises in the development and production of fruity and sweet flavours. For 125 years, Dreidoppel has been offering high-quality flavours for the food industry, a diverse range of products for bakeries and confectioners and a wide range of ingredients for the artisanal production of ice cream under the Gelatop brand. Founded in 1899, the Langenfeld-based company now has over 180 employees and sells its ideas for good flavour in 48 countries worldwide.