

## Press Release Genuport Trade GmbH

### **New Brands at ISM 2025**

#### **Genuport: exciting new brands broaden the portfolio**

ISM 2025 will find Genuport presenting two new brands that will bring a breath of fresh air to retail shelves. The focus is on international brands and sustainable trends – from vegan delights to exciting flavour experiences. The addition of these striking products to the line is Genuport's response to current developments such as the boom in plant-based products, the desire for enjoyment with awareness and the thrill of discovering surprising flavour compositions.

A genuine highlight is Aito, an oat drink brand that stands for uncompromising flavour and Nordic quality standards. Tyrkisk Peber offers an exciting combination of spicy and fruity-zesty liquorice creations for those who prefer heightened intensity. These brands not only offer consumers genuinely striking flavour experiences, but also promise attractive sales potential for retail partners.

#### **Aito: true pleasure from oats**

Genuport's inclusion of Aito in its product line brings the innovative oat drink brand from the Finnish food company Fazer to Germany. There are four variants in 1-litre packs: plant-based oat drinks in classic and barista editions, each available as well as organic products. Aito's drinks are based on high-quality Nordic oats, and their neutral and creamy taste never fails to win over new devotees. At the same time, the brand scores points because of its commitment to sustainability – a definite plus for aware consumers.

Nordic-natural, authentic and unadulterated – Aito's unwavering principles. The name means 'genuine' in Finnish and that is exactly what the oat drinks embody: uncompromising quality, carefully selected oats and Fazer's expertise. These features could not align more perfectly with the pulse of the times; almost half of Germans now opt for plant-based alternatives, and oat drinks are the undisputed leaders in popularity.<sup>1</sup>

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<sup>1</sup><https://veganivore.de/anzahl-veganer-statistiken-fakten/#17-pflanzenmilch-jeder-2-deutsche-kauft-sie> [26/11/2024].

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The oat drinks from Aito are truly all-rounders: ideal for muesli, for baking or in the barista edition as a basis for perfect milk foam in coffee. Eye-catching and modern packaging design enhances Aito's appeal to a broad target group and sparks renewed stimulus for the growth of the category.

Aito has become well established as a flavour favourite in Finland and Sweden, and customers are enthusiastic about its line of high-quality recipes. The German launch of the brand is planned as a 360-degree campaign that will draw attention to the brand across many touchpoints.



Images: Aito in the variants Oat Drink, Oat Drink Barista, Oat Drink Organic and Oat Drink Barista Organic

## **Tyrkisk Peber: fiery candies**

Genuport's import of Fazer's Tyrkisk Peber is bringing a veritable cult brand and icon of the liquorice world to Germany. The brand is based on liquorice sweets known for their particularly intense and spicy taste — a tickling of the palate included.

The original variant consists of hard liquorice sweets that are loved for their typical fiery taste — now new in the 150-gram bag! For those who like even more variety, the line offers exciting alternatives: the 'Hot & Sour' variant contains four different fruit sweets, each with a hot liquorice centre providing a contrasting taste experience. The 'Hot Rings' contains three varieties of soft fruit gums characterised by a pleasantly spicy finish.

Tyrkisk Peber products are aimed at fans of Scandinavian liquorice creations who appreciate distinctive confectionery with a strong character. Tyrkisk Peber's special

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recipes and differing flavour profiles, a wide range for anyone who wants to enjoy liquorice in its most intense form, will fire even greater interest in the category.



Images: Tyrkisk Peber in the variants 'Original', 'Hot & Sour' and 'Hot Rings'

## About Genuport

Genuport Trade GmbH is one of the leading importers and distributors of food products in Germany. Since its founding in 1949, the company has developed from a traditional family business into a dynamic and globally oriented organisation. Genuport Trade GmbH's team of 160 employees manages the distribution and targeted marketing of more than 50 food labels of national and international renown. The portfolio focuses strongly on innovation and features various categories ranging from confectionery and breakfast products to frozen foods and functional food. Genuport Trade GmbH covers all key accounts in the German retail food sector and while simultaneously tapping into new distribution channels such as sports events and e-commerce. [www.genuport.de](http://www.genuport.de)

Norderstedt, January 2025

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