

Press Release Genuport Trade GmbH

New Products at ISM 2025

Genuport: exciting new products in various categories

Just as in the past, 2025 will see Genuport bringing a breath of fresh air to the food industry and presenting exciting innovations at ISM. The company features a diversified product line attuned to current food trends and offering innovative moments of pleasure. An offering of renowned brands such as Marabou, Bonne Maman, Rigoni di Asiago, Pretzel Pete, McVitie's and Grenade covers a broad spectrum for Genuport — from creative breakfast spreads and between-meal snacks for aware consumers to tempting chocolate and delicatessen highlights.

- Chocolate: Marabou and
- Breakfast: Rigoni di Asiago
- Savoury Snacks: Pretzel Pete
- Sweet Pastries: Bonne Maman, McVitie's, Rigoni di Asiago and The Irish Shortbread Company
- Delicatessen: Ponti and Loriana
- Functional Food: Grenade
- Ice Cream: Valsoia

Chocolate: Marabou and McVitie's

Marabou Oreo rolls: the new to-go snack

As of the first quarter of 2025, Marabou will be expanding its line with the new 'Oreo' rolls — an irresistible combination of melt-in-the-mouth chocolate and crunchy Oreo biscuit pieces. Packaged in convenient 67-gram rolls, the chocolate is the ideal companion for people on the go and perfect for placement at the checkout.

The new product combines indulgence awareness and practical portion size and appeals to both chocolate and biscuit fans. Thanks to the sustainable Cocoa Life programme, Marabou is setting an example for responsible cocoa farming.

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Image: Marabou 'Oreo' roll

Breakfast: Rigoni di Asiago Natù fruit spreads, single-portion packaging and Natù almond cream

Natù from Rigoni di Asiago: fruity versions of cherry and peach

In December 2024, Rigoni di Asiago added two new versions to the Natù line: 'Cherry' and 'Peach'. With their fruit content of 95 per cent and natural sweetness, these spreads offer intense kinds in organic quality — without any added sugar.

The new 240-gram jars post a high Nutri-Score A, and gentle processing methods preserve the full fruit taste. The Italian brand Rigoni di Asiago stands for natural ingredients and high quality. Whether for breakfast or for moments of aware pleasure in between — 'Cherry' and 'Peach' are the ideal companions for a fruitily intense start to your day.



Images: Natù in the varieties 'Cherry' and 'Peach' from Rigoni di Asiago

Rigoni di Asiago: sustainable breakfast spreads in single-portion packaging

Rigoni di Asiago is launching a sustainable innovation in the single-portion packaging category: organic fruit spreads in the flavours 'Apricot', 'Strawberry' and 'Forest Fruits' and the popular variants 'Nocciolata Original', 'Nocciolata Dark Milk-free' and 'Mielbio' are now available in environmentally friendly, compostable packaging. This packaging complies with the EN 13432 standard and bears the 'OK INDUSTRIAL COMPOST' seal.

Specially developed for the food service sector and wholesalers, the new single-portion packaging offers a practical and environmentally-friendly solution that does not compromise on quality or flavour. Thanks to the innovative single-portion size, the high-quality breakfast spreads from the traditional Italian brand (available as

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fruity or creamy) are perfect for use in catering. Moreover, as of January 2025, the Nocciolata line will also appear in a fresh, modern look emphasising the benefits of the products even more clearly and attractively.



Images: single-portion packaging of Rigoni di Asiago in the variants 'Nocciolata Original', 'Nocciolata Dark Milk-free', 'Mielbio', 'Forest Fruits', 'Strawberry', 'Apricot' and 'Nocciolata Crunchy' in the new design

Natù almond cream from Rigoni di Asiago: a natural source of protein with no added sugar

In December 2024, Rigoni di Asiago expanded its Natù line with the addition of an organic almond cream. Containing more than 90 per cent organic almonds and organic cocoa butter, the 220-gram jar of cream has a short list of ingredients — without any added sugar or palm oil.

The almond cream is not only a completely (100 per cent) natural source of protein, but also a versatile alternative for aware consumers to conventional sweet spreads. Whether for breakfast, baking or adding a sophisticated touch to desserts — the perfectly roasted almonds are the source of the creamy, natural flavour while the cocoa butter ensures ideal spreadability.



Image: Natù 'Almond Cream' from Rigoni di Asiago

Savoury Snacks: Pretzel Pete

Pretzel Pete pretzels 'Margarita Salt & Lime': the snack trend of spring

Pretzel Pete presents 'Margarita Salt & Lime', an unusual new flavour. Inspired by the popular margarita cocktail, the crispy pretzels combine a delicate salty flavour with a fresh hint of lime — and all without any artificial flavourings. Packaged in a practical 110-gram bag, they are the perfect choice, particularly as enthusiasm for tequila-based drinks is currently on the rise in Germany.

This new product broadens the successful line of Pretzel Pieces and Mixes. The unmistakable 'Wow' flavour experience of the margarita pretzels align with the current snack trend and stir the first feelings of spring in retail trade — inspired by America's classic margarita vibe.



Image: Pretzel Pete in the flavour 'Margarita Salt & Lime'

Sweet Pastries: Bonne Maman, McVitie's, Rigoni di Asiago and The Shortbread Company

Bonne Maman expands its line: from Sweet Hearts to Mini Cookies

Bonne Maman is bringing a breath of fresh air to its product line and inviting customers to enjoy new flavour experiences starting in the second quarter of 2025. Bonne Maman is now introducing a new variant to its Sweet Hearts line to join the sort 'Chocolate', winner of the SWEETIE 2023: Sweet Hearts 'Caramel with Salted Butter'. The new product, made of soft sponge cake reminiscent of Japanese sponge cake, is coated with creamy salted butter caramel and is available in 180-gram packages.

Two further highlights are the brand-new 'Mini Galettes' and 'Mini Cookies': small biscuits in handy 100-gram packages whose maximum flavour cannot fail to impress. Whether the traditional buttery and crispy recipe or the chocolatey version with 33 per cent chocolate chips — the minis are perfect as a snack or while on the go.

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The new 'Petit Carré Choco Coco' combines the tart sweetness of dark chocolate with coconut, resulting in a fluffy biscuit with a chocolate coating on the bottom. A chocolate content of 17 per cent and available in 200-gram packages, the crispy biscuits are ideal for chocolate and coconut fans.

Bonne Maman is adding two new cake products to its line: 'Brownies with Pecan' (175 grams) offer a nutty-chocolaty ensemble, and the 'Mini Muffins Blueberry' (235 grams) delight with a 10 per cent content of candied blueberry pieces for a fruity touch.



Images: From Bonne Maman: Sweet Hearts in 'Caramel with Salted Butter', 'Petit Carré Choco Coco', 'Mini Muffins Blueberry', 'Brownies with Pecan', 'Mini Galettes', 'Mini Cookies'.

McVitie's Flipz Cookies & Cream: snacking fun with a twist

McVitie's is adding a new, exciting flavour to its popular Flipz line: 'Cookies & Cream'. The salty pretzel snack meets a sweet chocolate coating with a creamy vanilla biscuit flavour, offering a striking contrast of sweet and savoury. Packaged in a practical 90-gram resealable bag, the Flipz are perfect while on the go or for sharing with friends and family.

Developed especially with a young target group in mind, the new flavour delights with its exciting interplay of crispy pretzels and crunchy chocolate. Flipz 'Cookies & Cream' sets new standards in the snack sector and is truly a highlight for fans of sweet and savoury snacks.



Image: Flipz 'Cookies & Cream' from McVitie's

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McVitie's presents new digestives: 'Golden Caramel' moments of pleasure

McVitie's brings a fresh twist to the biscuit shelf with the 'Golden Caramel' digestives; the classic sweet and salty wheat biscuit digestive is enhanced by a caramelised, golden chocolate coating of impressively creamy texture and unmistakable caramel flavour. The new product is available in a practical 232-gram package and is oriented primarily to a young, trend-conscious target group.

Made from wheat and wholemeal wheat, the 'Golden Caramel' digestives combine the tried and tested, slightly crumbly consistency of the classic treat with an innovative flavour accent. Whether as a snack between meals or for short breaks — this new product sets new trends on the German market and brings a popular UK trend to Germany.



Image: 'Golden Caramel' digestives from McVitie's

McVitie's new 'Raspberry' and 'Lemon' tartlets: fruitiness in a mini format

McVitie's is expanding its line of biscuits with the new 'Raspberry' and 'Lemon' tartlets and bringing fruity variety to the shelves. The tartlets combine crispy biscuit, a fine milk cream and a fruity topping of raspberry or lemon — a summery highlight, perfect for a snack between meals.

Available in a convenient 100-gram package, the tartlets not only offer an unmistakable taste, but also an extra fibre kick from the wholemeal wheat. They are riding on the success of the popular 'Choco' tartlets and are a source of fresh inspiration for indulgent moments in everyday life. Whether on the go, in the office or at home — the 'Raspberry' and 'Lemon' tartlets are the ideal snack for anyone who appreciates fruity flavours in a practical form.



Images: 'Raspberry' tartlets and 'Lemon' tartlets from McVitie's

Nocciolata Mini Tartelettes from Rigoni di Asiago: natural enjoyment of the highest level

The Nocciolata Mini Tartelettes take the Nocciolata experience to the next level: filled biscuits that enrich every moment of the day with natural sweetness. Like all Nocciolata products, the Mini Tartelettes impress with the quality of the selected ingredients and a simple, natural recipe.

The Nocciolata Mini Tartelettes are available in two varieties. The 'Nocciolata Original Mini Tartelettes' are made from crispy shortcrust pastry, filled with 30 per cent Nocciolata Original and rounded off with caramelised, puffed quinoa. The 'Nocciolata Bianca Mini Tartelettes' variety delights with cocoa shortcrust pastry filled with 30 per cent Nocciolata Bianca, complemented by puffed quinoa and dusted in fine cocoa. They contain neither palm oil nor additives and offer a snack that perfectly combines enjoyment with awareness and delicious taste.



Images: 'Nocciolata Mini Tartelettes' from Rigoni di Asiago

The Irish Shortbread Company: Traditional cookies from Ireland

The brand The Irish Shortbread Company has been available on the German market with three new products since the fourth quarter of 2024. It offers shortbreads traditionally made in Ireland and refined with real Irish butter. The product line comprises three varieties: 'Original' (150 grams), 'Lemon' (150 grams) and 'Milk Chocolate' (180 grams).

Shortbread, known for its buttery texture and delicate taste, brings a piece of Irish atmosphere and authentic baking tradition to German food retailers.

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Images: 'Original', 'Lemon' und 'Milk Chocolate' from The Irish Shortbread Company

Delicatessen: Ponti and Loriana

Ponti: Fig cream for elegant Italian moments

During the first quarter of 2025, Ponti will be expanding its line by the addition of a delicate fig cream combining the unmistakable flavour of Aceto Balsamico di Modena I.G.P. with a fine fig puree. This fruity and spicy creation offers an intense flavour experience and is the perfect accompaniment to cheese, fruit, desserts and ice-cream. Available in a practical 240-gram package, the fig cream transports the best of Italian culinary culture straight to your home.

In keeping with a tradition that goes back nine generations, Ponti stands for quality and authentic flavour. The new fig cream joins tradition with innovation — a highlight for gourmets.



Image: Fig cream from Ponti

Loriana 'La Pinsa': the Italian food trend for the home

Loriana will be introducing a delicious alternative to classic pizza to Germany during the first quarter of 2025: 'La Pinsa'. The oval dough is formed by hand and baked on stone, and it combines a crispy outer layer with a fluffy centre. Available in a 230-gram package, 'La Pinsa' offers the perfect starting point for any desired toppings; the product is made for use as a base for your selected toppings.

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The unmistakable taste unfolds from a special grain mix of wheat and rice flour, yeast and a long rising time. Extra virgin olive oil and sourdough create an intense, authentic experience of Italian taste. After a mere five minutes in the oven, enjoyment is on your plate — ideal for anyone who loves Italian cuisine.



Image: 'La Pinsa' by Loriana

Functional Food: Grenade

Grenade 'Oreo White': perfect protein bar for conscious connoisseurs

Grenade, market leader in the protein bar category from Great Britain, presents a new innovation: 'Oreo White'. Each bar offers more than 20 grams of high-quality protein with less than 2 grams of sugar, making it the ideal choice for fitness enthusiasts and the nutrition-conscious.

Featuring the iconic flavour of Oreos and the positive health benefits of a protein bar, Grenade 'Oreo White' is a versatile snack — perfect before or after exercise or for an in-between snack. Like all Grenade products, this bar combines an aware lifestyle with uncompromising flavour and the highest quality.



Image: Grenade 'Oreo White'

Ice Cream: Valsoia

New creations from Valsoia: Italian ice-cream, 100% plant-based

The Italian brand Valsoia is launching two new vegan ice-cream sorts on the frozen food shelves: oat-based 'Caramel-Almond' stick ice-cream (package of 3) and soya-based Mini-Sandwich Ice-cream Duo (package of 8). Both new products appeal to

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consumers with their creamy textures and innovative recipes that guarantee maximum enjoyment.

The irresistible attraction of the stick ice-cream comes from salted caramel and caramelised almonds, while the Duo Sandwich offers a delicious combination of vanilla and cocoa gelato between soft biscuits. Valsoia remains true to its philosophy and focuses on 100 per cent plant-based ingredients, Italian tradition and the highest quality. Packaged in a modern design, these ice-cream creations are a must for anyone who wants to enjoy 'la dolce vita' in pure plant-based form.



Images: 'Caramel-Almond' stick ice-cream and Mini Sandwich Ice-cream Duo from Valsoia

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

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