

## **Premium Sugar Substitutes, Freeze-Dried Organic Ingredients, and Ready-to-Sell Products from Switzerland: SWISS PRODUCTION Debuts at Anuga**

The food market is undergoing significant changes: consumers increasingly demand less sugar, more natural ingredients, and authentic provenance. For manufacturers and retailers committed to quality, sourcing sugar substitutes and organic-grade ingredients—especially in small, flexible quantities—often presents a challenge.

This is where SWISS PRODUCTION comes in. Making its debut at Anuga 2025 in Cologne, the company invites food manufacturers and processors to discover premium products that can be seamlessly integrated into existing formulations or used to create innovative new products—quickly, reliably, and with a clear provenance story.

With production exclusively in Switzerland, SWISS PRODUCTION combines industrial expertise with the flexibility of a specialist partner for lifestyle products. The goal is not only to supply customers but also to give them a competitive edge in the market: these high-quality products enhance end-product quality, provide unique selling points, and strengthen brand image.

### **Three trade fair highlights offering clear benefits for trade visitors:**

- **Sugar Substitutes with Up to Four Times the Sweetness Intensity:** Developed in-house in organic quality, these products are ideal for manufacturers and processors looking to replace sugar content and appeal to health-conscious target groups. The high sweetness intensity ensures consistent product quality with an optimised nutritional profile.
- **Freeze-Dried Organic Ingredients:** Premium-quality fruits and vegetables are available year-round, even in small quantities. Whether for limited editions, seasonal promotions, or continuous production – scalable availability opens new possibilities for product range development.
- **Ready-to-Sell Products under the A.L.P.S. Brand:** These pre-packaged premium items allow resellers, health food stores, specialty retailers, and high-end online shops to expand their range immediately with products that embody quality, Swissness, and authenticity. Available in small quantities or as private- and white-label solutions.

*“By exhibiting at Anuga 2025, we aim to demonstrate the tangible added value our products deliver to quality-conscious manufacturers, suppliers, and retailers,” says Oliver Merz, Managing Director of SWISS PRODUCTION Germany GmbH. “Trade visitors will have the opportunity to experience the taste and quality firsthand.”*

SWISS PRODUCTION positions itself as a strategic alternative to industrial standard products with anonymous supply chains: short delivery routes, reliable quality, transparent provenance, and a range suitable for both developing new products and enhancing existing ones are among its key advantages. Trade visitors at Anuga can secure early access to in-demand raw materials and finished products – before they sell out on the market.

### **Invitation to Visit the Trade Fair Booth**

SWISS PRODUCTION will be located in Hall 4.1, Booth D095, from 4 to 8 October 2025. Scheduling an appointment in advance helps avoid waiting times for consultations. On-site, guests can access a comprehensive digital info kit, complemented by personal expert advice and the opportunity to sample the products directly.

### **About SWISS PRODUCTION**

*SWISS PRODUCTION Germany GmbH is the German representative of SWISS PRODUCTION AG and a specialist in high-quality sugar substitutes, freeze-dried organic ingredients, and premium products for retail and industry. While production takes place exclusively in Switzerland, sales and consulting are based in Germany.*