



## **Nordic Boba Showcases Europe's Leading Popping Boba Manufacturer and Supplier at Anuga 2025 - Danish-Made Innovation, Certified Quality, and All-Natural Flavours for Foodservice, QSR, Retail, and Industrial Markets**

Aarhus, Denmark – August 2025. Nordic Boba, Europe's biggest and leading popping boba manufacturer and supplier, will present its full range of innovative popping boba products at Anuga 2025 in Cologne, Germany (Hall 7, Stand E39). With Danish production, FSSC 22000 certification, and a strong focus on natural flavours and European market needs, Nordic Boba positions itself as the best partner for QSR chains, foodservice distributors, industrial producers, and retailers exploring the booming bubble tea and inclusions category.

### **Leading the popping boba industry in Europe**

Popping boba - also known as juice pearls or bursting bubbles - has become one of the most dynamic growth categories in the beverage and dessert industry. What was once a niche trend is now embraced by global quick service restaurant (QSR) brands and mainstream foodservice operators across Europe. In 2025, major chains including McDonald's, Starbucks, KFC, and Domino's introduced boba-inspired products in their European menus, confirming that bubble tea is no longer a passing trend but a long-term, scalable category.

In this fast-moving market, Nordic Boba has emerged as Europe's biggest popping boba producer, offering a local alternative to Asian imports with the added advantage of shorter lead times, full EU compliance, and certified food safety standards. With a production facility in Denmark and a capacity designed for both small-batch innovation and large-scale supply, the company is now recognized as the leading popping boba supplier in Europe.

### **Asian culture, made in Denmark**

At the heart of Nordic Boba's positioning is the slogan: "Asian culture made in Denmark." The company combines the fun, colourful, and playful origins of bubble tea with the quality standards, transparency, and compliance required in the European food and beverage industry.



Key differentiators include:

FSSC 22000 certification ensuring world-class food safety.

Full transparency: Nordic Boba publishes product specifications openly and even invites customers to see its production via video.

Traceability and compliance with EU regulations on additives and labelling.

Flexible packaging formats tailored to retail, QSR, and industrial requirements.

Shorter supply chains, ensuring reliability and lower CO<sub>2</sub> impact compared to overseas imports.

A complete portfolio for every market segment

At Anuga 2025, Nordic Boba will showcase its complete popping boba range, including:

Retail tubs (250 g and 500 g) designed for supermarkets and specialty shops.

Foodservice packs (3.2 kg buckets) ideal for cafés, frozen yogurt chains, and QSR outlets.

Industrial solutions (135 kg drums and 1100 kg IBC tanks) for dairy, beverage, and dessert manufacturers.

Innovative inclusions for drinks, ice cream, and bakery applications.

The company will also officially announce a new product innovation at Anuga - expanding beyond classic popping boba into new textures and inclusions designed for the next wave of beverage and dessert innovation.

Going all-natural: future-proofing popping boba

Consumer demand for clean labels and natural ingredients is reshaping the foodservice and beverage industry. Nordic Boba is responding with a full transition to natural flavourings and colours across its product range. From October 2025, all popping boba variants will be produced with only natural flavourings, while artificial colours such as Brilliant Blue and Carmine are being actively phased out.

This move makes Nordic Boba not only the leading popping boba manufacturer in Europe, but also the most future-oriented, ensuring that QSR chains, retailers, and industrial producers can serve products that meet evolving consumer expectations.

Industry momentum and European specialization

The bubble tea trend is rapidly scaling in Europe, with QSR chains and beverage companies now integrating boba into mainstream menus. For operators considering entry into this category, Nordic Boba offers the biggest competitive advantage:



European production with guaranteed shelf life and consistent quality.

Specialization in the European market, with tailored flavours, textures, and colours suited to local preferences.

Capacity to scale: from limited-time offers to permanent menu launches.

Trusted supply partner: secure deliveries without the risks associated with overseas imports.

“We’ve built Nordic Boba to prove that popping boba can be made in Europe at scale, with certified quality, and with the innovation needed for both today’s menus and tomorrow’s consumer demands,” said Mathias Minh Nguyen, CEO of Nordic Boba. “As the biggest popping boba producer in Europe, we are proud to support QSR chains, industrial manufacturers, and distributors with a reliable EU-made alternative. Bubble tea and popping boba are here to stay, and we are ready to grow with our customers.”

Visit Nordic Boba at Anuga 2025

Visitors to Anuga can experience Nordic Boba’s products at Hall 7, Stand E39. The company invites foodservice operators, distributors, retailers, and industrial manufacturers to discover how Europe’s leading popping boba supplier can support new menu launches, product innovation, and large-scale supply needs.

To book a meeting, request product samples, or access more information, please contact Nordic Boba <https://nordicboba.com/> or follow the company on LinkedIn <https://www.linkedin.com/company/nordic-boba>.