

Binggrae Showcases Korea's Favorite Ice Creams at Anuga 2025 to Strengthen Presence in Europe

Binggrae has announced its participation in 'Anuga 2025' as part of its strategy to strengthen its foothold in the European market.

From October 4 to 8, Binggrae will set up a promotional booth at Anuga 2025, held in Cologne, Germany. The company plans to introduce its brand to global industry professionals and consumers through product sampling and on-site promotions, highlighting its signature Korean ice cream offerings.

At this year's event, Binggrae will showcase six flavors of its beloved Melona ice bars (Melon, Mango, Coconut, Banana, Purple Yam(Ube), and Strawberry) and one variety of Samanco (Red Bean), aiming to appeal to diverse palates with its unique and refreshing flavors.

Since 2024, Binggrae has been selling Melona through Albert Heijn, a major mainstream retailer in the Netherlands. The brand has also seen strong performance in leading Asian supermarket chains across Europe, including Go Asia in Germany, Amazing Oriental in the Netherlands, and Oseyo in the United Kingdom.

Building on this momentum, Binggrae has recently expanded into new retailers such as Netto in Germany and Carrefour in Poland, further accelerating its European growth.

Moving forward, the company plans to broaden its product lineup—centered on Melona and Samanco—and expand its distribution network to reach more consumers across Europe.

A Binggrae spokesperson stated, "Through our participation in Anuga 2025, we look forward to introducing iconic Korean ice cream products, including Melona and Samanco, that showcase the taste and innovation of Binggrae to consumers around the world."

Visit Binggrae at Anuga 2025

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