

PRESS RELEASE

## **Kauffer's Flammkuchen (Alsatian tarte flambée) – truly crispy, truly Alsace!**

**A crispy-thin base, premium ingredients, and authentic Alsatian pleasure – Kauffer's brings the tradition of Flammkuchen to the frozen food aisle.** Consumers appreciate the perfect balance of crispiness and flavor, while retailers benefit from a true specialty with strong potential.

Now, the Flammkuchen expert is expanding its range with two new varieties: **Apple & Cinnamon** and **Raclette Cheese & Potato**. This means even more choice for food lovers. Alsatian tradition at home: truly crispy, truly Alsace!

The **Apple & Cinnamon Flammkuchen** combines sweet, fruity apples with the aromatic touch of cinnamon. A sachet of cinnamon sugar is included to sprinkle on top as desired. This variety appeals especially to those with a sweet tooth and is ideal as a dessert or a special treat with coffee.

The **Raclette Cheese & Potato Flammkuchen** delivers hearty farmhouse-style pleasure. Creamy Raclette cheese paired with tender potatoes creates a particularly rich and comforting texture. This variety is perfect for cheese lovers, ideal for a cozy evening at home or as a filling meal to share with friends.

With these two new recipes, Kauffer's adds even more variety to its range, from sweet to savory, catering to different tastes.

### **Flammkuchen: A specialty with history**

More than 100 years ago, Alsatian farmers tested the heat of their bread ovens by baking thin layers of dough topped with simple ingredients from their farms. This is how the Flammkuchen – or *Tarte flambée*, as we call it in Alsace – was born. Today, it is enjoyed far beyond the region and stands for convivial pleasure.

### **Kauffer's: Quality and tradition in every bite**

At Kauffer's, this culinary heritage is preserved with the utmost care. The recipe for success? Traditional Alsatian know-how, high-quality ingredients, and an extra-thin base baked to golden perfection. The result is an incomparable taste experience in every bite. Kauffer's regularly receives positive feedback from customers, reports Lois Tourres, Managing Director of the company. In particular, people value the regional character of the products and the exceptional crispiness of the dough. "The Flammkuchen is wonderfully crispy" is something we hear often.

### **A range for every taste**

Whether classic or creative, Kauffer's offers a wide variety of recipes to suit every occasion:

- **Cream, bacon and onions:** the true classic, hearty and traditional.
- **Cheese and leek:** a refined combination with delicate seasoning.
- **Salami and onions:** robust and full of flavor.
- **Mozzarella and peppers:** for those who like it spicier.
- **Raclette cheese and potato:** the perfect choice for cheese lovers.
- **Cream, apple and cinnamon:** a sweet temptation for dessert fans.

**Now available in the frozen food aisle!**

Whether for a cozy evening at home, a gathering with friends, or shared moments with family, Kauffer's brings authentic Alsatian pleasure straight from the oven to your plate. *Truly crispy, truly Alsace – just the way we say it in Alsatian!*



**Contact:**

Kauffer's d'Alsace  
201 Avenue de Strasbourg  
67170 Brumath  
France  
[www.kauffers.de](http://www.kauffers.de)

**Marie Kieffer**

Product Manager  
[marie.kieffer@escal.fr](mailto:marie.kieffer@escal.fr)  
+33 (0)7 88 88 91 75