

CHIEFS at Anuga 2025: Taste with Benefits – Sensory Delight Meets Functional Impact

CHIEFS is one of Switzerland's most innovative brands in the field of functional nutrition. From our foundation, we have been at the forefront of global food trends – e.g. **more protein beyond just sports, less sugar, less fat, fewer calories, and targeted performance boosters.**

At Anuga 2025, we will present our latest solutions to meet the growing demand for smart snacks and beverages. Under the motto "Taste with Benefits", everything revolves around functional added value and exceptionally tasty food satisfaction.

Where Sensory Delight Meets Functional Impact – in Every Product

Since 2015, CHIEFS has built a name as a trailblazer for functional products with real added value. Our mission: to develop snacks and beverages that meet the needs of active people across different everyday situations – with excellent nutritional profiles, targeted functional benefits, and outstanding taste.

Each of our offerings combines different nutritional advantages – examples include High Protein, No Added Sugar, Lactose-Free, Gluten-Free, Zero Calories, and Enriched with Vitamins and Minerals. To us, functional benefits are not an add-on, but the central concept.

Swiss Success – International Demand

CHIEFS products are widely available in Swiss retail, convenience, fitness and health channels. The brand is expanding in Europe – and now increasingly beyond. Our positioning as a consumer-focused functional food brand resonates across continents.

At Anuga 2025, CHIEFS will debut the following new products:

- Protein Soft Bars: soft and incredibly tasty: High Protein, No Added Sugar – perfect post-workout, in between, and on the go.
- BCAA Drinks: where focus meets energy: with BCAAs, High Caffeine content, Zero Sugar, Zero Calories – ideal for physical and mental performance.
- Syrup Zero: mini bottles (65 ml) packed with highly concentrated flavour – just a small squeeze turns into over 8 litres of delicious beverage. Zero Sugar, Zero Calories – ideal for home, office, and on the move.
- Protein Chips: a savoury snack with High Protein content and 70% Less Fat than regular chips.
- Protein Chocolate Wafers: our cooperation with iconic Swiss wafer brand *Kägi* has resulted in a delicious High Protein chocolate wafer with convincing nutritional values.



Many more exciting products are in the pipeline for near-term introduction – all designed for sports, nutrition-conscious lifestyle, and simply for those wishing to indulge in great snacks without a wisp of guilt. CHIEFS offers real functional benefits and always outstanding sensory delight.

Meet CHIEFS

You'll find us at Anuga 2025 in the **Swiss Pavilion, Halle 3.1 / D-057**. We look forward to connecting with retailers, distributors, fitness partners, and B2B contacts from around the world who are seeking smart snacks and drinks with genuine added value.