



PRESS RELEASE

Liège, September 19, 2025

STIMOROL "ORIGINAL 14G" TO BE PRESENTED BY AET AT ISM FEBRUARY 2026

Asia Europe Trade announces the presence of Stimorol "Original 14 g", the iconic chewing gum delivering long-lasting freshness, at ISM in Cologne, from February 1 to 4, 2026.

At the world's leading trade fair for sweets and snacks, Asia Europe Trade (AET) will showcase Stimorol Original 14 g, the iconic chewing gum that delivers long-lasting freshness and bold flavor in a convenient pocket format.

The Stimorol Original pack is the perfect choice for on-the-go moments, offering consumers a refreshing boost anytime, anywhere. With its 14 g size, it is practical, easy to carry, and designed for those who value both taste and convenience.


"With Stimorol Original 14 g, we are presenting one of Europe's most beloved gum brands in its most accessible and portable form, ideal for today's active lifestyles," explains Julian Gruslin, Marketing Manager at Asia Europe Trade.

About Stimorol

Since its creation in Denmark in 1956, Stimorol has become one of the most recognized chewing gum brands in Europe. Known for its wide range of refreshing flavors and innovative formats, the brand continues to deliver the perfect combination of taste, freshness, and fun to millions of consumers.

About Asia Europe Trade

AET is a key player in the import-export of Asian FMCG products in Europe. Specializing in the distribution of premium food brands, AET connects cultures through gastronomy.

Press Contact
Julian Gruslin
Marketing Manager – Asia Europe Trade
 socialmedia@asiaeuropetrade.biz