



Press Release

Vegan products finally available in Germany's Bake-Off stations

Veganz and Bakerman get brand cooperation rolling just in time for World Vegan Day

Berlin, 1 November 2021 – Veganz, Germany's most innovative food brand 2021, will be making its mark in the future with Bakerman – the specialist for quality baked goods. Beginning in November 2021, the first joint Bake-Off products will be available in northern Germany: With their crispy puff pastry stick filled with vegan vanilla cream, the full-range vegan retailer once again shows how easily sustainability and indulgence can be combined. The Bunting Group lists the *Veganz vanilla puff pastry stick* in over 120 markets and uses eye-catching POS marketing measures to ensure visibility. Further retail partners and vegan-interpreted snack classics will follow.

Pre-bake products have long been a fixture in food retailing. All the more surprising that to date there are few to no vegan counterparts to ham croissants, puff pastries, and pizza rolls in the self service shelves. The vegan full-range retailer Veganz will be changing that with immediate effect, because the demand is there and the potential in the snack sector is great. According to the representative survey results from the 2021 Veganz Nutrition Report, 61.8% of Germany's vegans would like to have a bigger variety in the baked goods category as well as with to-go meals and foods for the lunch break (59.5%). The motivation for this is likely to be, among other things, their changing eating habits for the benefit of the climate¹.

The desire for more vegan products in the Bake-Off stations is being fulfilled together by Veganz and Bakerman as part of a brand cooperation.

Innovative snacks to be enjoyed quickly *on the go* are being developed to meet the needs and taste preferences of the end consumer.

The project will be launched at the beginning of November in Northern Germany with the Bunting Group. To kick things off, the Veganz vanilla puff pastry stick is available in over 120 COMBI and familia stores. The purely plant-based puff pastry stick is sure to please with crispy puff pastry surrounding vegan vanilla cream and topped with crunchy sugar crystals.

Nine further products, such as the Veganz Hot Dog, will be successively rolled out in the baked goods sector through January 2022.

With the new product range, Veganz is closing a major market gap; according to this year's Veganz Nutrition Report, the plant-based community² is growing steadily: Alone in the six surveyed European countries of Germany, France, Italy, Austria, Spain, and England, more than a quarter (27.4%) consciously eat a plant-based diet or plan to do so in the future.

This makes it all the better that the green light has now been given for the distribution of Veganz's ten vegan Bake-Off articles.

“To date, the selection of purely plant-based articles in the baked goods sector is pretty pathetic. We plan to change that. With Veganz as a well-known brand in the B2C sector, Bakerman has found a partner that brings the right know-how to the table and is more than ready to cause a stir in the baked goods sector. Our goal is to offer our vegan products to consumers as a delicious and environmentally-friendly alternative to conventional foods. With Bakerman, we have gained a partner for our diverse snack range that is an absolute specialist in the baking industry”, emphasised Jan Bredack, founder and CEO of Veganz Group AG.

¹ Veganz Nutrition Report 2021

² <https://www.piedmont.org/living-better/the-difference-between-a-vegan-and-a-plant-based-diet>

Further information can be found here:

<https://vegan.de/blog/vegane-vegan-backwaren-in-bake-off-stationen/>

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About Veganz

Veganz – Good for you, better for everyone – the brand for plant-based foods. Founded in 2011 in Berlin, Veganz became known as a European vegan supermarket chain. With a colourful and life-affirming company philosophy, Veganz managed to break into the vegan niche and establish the plant-based nutrition trend on the market. The current product portfolio comprises around 120 products (101 active products from 30 September 2021) in 17 categories, and is available in more than half of all European countries and in 22,264 points of sale (POS) worldwide (as of 30 June 2021) (excluding the three Veganz shops in Berlin). In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is constantly being improved. In recognition of this commitment, Veganz was the only German company

to be named one of the top 3 innovative brands and Germany's most innovative food brand in an exclusive Handelsblatt ranking in 2021.

About Bakerman

Bakerman was founded in 2007 in Gronau and is still owner-operated today. Short decision-making processes, combined with a high level of expertise, have made the company one of the innovation drivers and trendsetters in the industry in just 14 years. Today, Bakerman generates sales of 100 million euros with a total of 55 employees at its headquarters in Gronau. Bakerman acquired a stake in the company Colucci Pizza und Mehr in 2020, thus expanding its production expertise. As a specialist for quality baked goods in both the sweet and savoury sectors, the company offers not only the classics, but above all innovative products with an artisan feel from state-of-the-art production facilities. It is also certified organic, MSC and IFS "higher level". The Bakerman range has included snacks with vegetarian meat alternatives since 2020. Thanks to the expertise of qualified master bakers in the development team, Bakerman is able to introduce trendsetting new products and respond to individual customer requests very quickly. The management team today includes Heiko Thees (Owner), Marcel Krug (Managing Director), Lars Feldhues (Managing Director), Friedhelm Leuders (Authorised Officer), Falk Löffler (Authorised Officer) und Wilhelm Voss (Authorised Officer).