



## Press release

### Veganz to embark on exclusive cooperation with Aramark

**Berlin, 10.01.2022. With Veganz and Aramark, two pioneers are joining forces to make vegan and climate-friendly nutrition available to even more people. From Veganuary 2022, the exclusive cooperation is set to be rolled out across all Aramark business areas – with a focus on the sports and events sector, and company catering – and will see traditional dishes transformed into vegan delicacies.**

Veganz, a Berlin-based company, is known for its innovative variety of vegan products that range from snacks to meat and fish alternatives. From January 2022, these products, together with the company's extensive know-how and years of experience in the field of plant-based nutrition, will be used as part of the exclusive cooperation.

With 30 per cent\* of global CO<sub>2</sub> emissions being caused by animal agriculture and food production, vegan dishes from Veganz offer a tasty and climate-friendly alternative. Some of the meals on offer are chili sin carne, vegan versions of kebabs, gyros, and even currywurst made with both tried and tested and new Veganz ingredients to give each meal that special touch. Aramark is pursuing its 'Be well. Do well.' sustainability strategy and the continuous growth of the vegan portfolio is an important goal.

*'It is a huge step in the right direction and a win-win for both parties. With our expertise, we're supporting Veganz in gaining a stronger foothold in the catering market, while simultaneously expanding our portfolio of delicious climate-friendly meals. The excellent brand image that Veganz enjoys as 'Germany's most innovative food brand 2021' is perfectly in sync with our own guidelines,' explains Arnd Rune Thomas, Managing Director of Operations at Aramark.*

The new, jointly-developed meals will use several Veganz products such as soya mince or vegan BBQ sausages, some of which have been specially developed by Veganz for the long-term cooperation with Aramark. A large proportion of the products will be made at the new Veganz Food Factory facility in Werder/Havel.

*'We are delighted that our cooperation with Aramark will allow us to reach even more people with our climate-friendly products and further expand the range in the catering sector,'* says Jan Bredack, Founder and CEO of Veganz.

As innovative companies, Aramark and Veganz are introducing guests to trendy vegan nutrition and offering a wide selection of dishes that are free from animal-derived products.

Source: Science, Vol 360, Issue 6392, Reducing food's environmental impacts through producers and consumers, Poore/Nemecek, published June 1, 2018  
(<https://science.sciencemag.org/content/360/6392/987.full>)

For more information on Veganz and its products, please click [here](#). Images can be downloaded from our brand assets [here](#).

## **About Veganz Group AG**

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 in 17 categories and is available in more than half of all European countries and more than 22,000 points of sale (POS) globally (excluding the three Veganz stores 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. For this commitment, Veganz was voted [Germany's most innovative food brand in an exclusive 2021 ranking by the German newspaper 'Handelsblatt'](#).

**Media contact: Kim Julia Matthies | [presse@vegan.de](mailto:presse@vegan.de) | +49 30 2936378  
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## **About Aramark**

Aramark is Germany's leading service provider in the catering and service management sector. Approximately 9,400 employees throughout Germany work for Aramark Holding Deutschland GmbH, headquartered in Neu-Isenburg. Germany's second largest caterer has roughly 500 customers and provides catering services for companies, sporting and leisure events and facilities, trade fairs, hospitals, homes for the elderly, schools, and nurseries. In addition, Aramark Refreshment Services supplies around 4,000 companies.