



Press Release

All set to take flight – cultural changes in eating habits: Veganz set to cooperate with Eurowings

Berlin, 12.04.2022 Veganz is cooperating with the German airline Eurowings. Starting in May 2022, passengers will be able to enjoy [climate-friendly Veganz Gummy Bears](#) on board more than 70 aircraft.

As many as 32 million Germans have already moved towards an at least flexitarian diet to protect the climate or their own health. (1) They are aware that 30% of global CO₂ emissions are caused by the production of animal-based foods. (2)

In cooperation with Eurowings, Veganz is now set to satisfy the demand for a more climate-friendly way of eating above the clouds, too. Veganz has been making it possible for consumers to access vegan foods through, e.g., its cooperation with the German football club RB Leipzig – whose stadium catering services have been selling Veganz products since the start of the current Bundesliga season – and the food service expert Aramark. It is thanks to this kind of cooperation that Veganz is successfully driving the cultural change we are witnessing in nutrition. As part of Lufthansa Group, Eurowings is one of the largest airline in the world, currently flying 210 routes, mostly in Europe.

Unlike most gummy sweets, Veganz Gummy Bears do not contain any animal gelatine and achieve excellent scores for their carbon footprint. In their production, Gummy Bears emit just 204g CO₂ per pack and require just 1 litre of water, giving them the top rating of three stars in all four categories of the Veganz Sustainability Score. The result: they make an active contribution to reducing the customers' ecological footprint.

Veganz is further moving towards being a more international brand in line with the changing dietary habits among Europeans. As such, the brand is expanding its range with supermarket chains AB Basilopoulos, Market In, Sklaventis, and Krhtikos in Greece. This is happening hand in hand with the growth of the prize-winning German campaign 'Iss mal was fürs Klima' – 'Eat something for the climate' – that is set to air on TV and digital channels over Easter. Traditionally, Greek orthodox Christians fast during lent and avoid most animal-derived foods. Orthodox Christians make up around 96% of the Greek population.

And Veganz is supplying climate-friendly foods throughout Europe to ensure that the whole world is fed in the future, too.

For more information on Veganz and its products, please click [here](#).

Product images are available on request.

(1) Source: Civey Markenmonitoring, Welche dieser Ernährungsweisen trifft am ehesten auf Sie zu? ('Which of these diets best describes yours?'), n>10.000 & Veganz Ernährungsreport 2021, <https://veganz.de/wp-content/uploads/2022/01/2022-01-11-ernaehrungsreport-2021-de-final.pdf>

(1) 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>)

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. 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 Handelsblatt 2021 ranking.

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