



## **Press Release**

**Veganz is bringing climate friendly snacks to gamescom**

**(Berlin, 24 August 2022) In terms of exhibition space and number of visitors, gamescom in Cologne is the world's largest trade fair for computer and video games. After being held online for the last two years, this year it will open its doors to visitors from all over the world again, from 24 to 28 August in Cologne. Visitors will also be able to recharge their energy with climate-friendly bars from Veganz.**

In cooperation with food service provider Aramark, Veganz will offer a range of delicious plant-based products to interested visitors. The coconut and hazelnut Choc Bars as well as the white almond Protein Choc Bar will be available at the various snack points and restaurants on the exhibition grounds, the perfect break snack for an exciting time at gamescom.

Veganz has significantly expanded its presence in the eSports sector over the last two years. In cooperation with the Bundesliga club RB Leipzig, for whom Veganz is an official partner, Veganz has also worked with Umut Gueltekin - the

best FIFA player of 2022. Veganz is also active on Twitch and works together with various streamers there, making gamescom the ideal target group.

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

Images of the products available on request.

### **About Veganz Group AG**

Veganz (veganz.de) – Good for you, better for everyone – is the brand for plant-based foods. Founded in Berlin in 2011, Veganz has come to be known as a European vegan supermarket chain. With a colourful and life-affirming philosophy, Veganz succeeded in breaking into the vegan niche, establishing the plant-based food trend on the market. The current product portfolio includes products covering from breakfast to dinner and is available in more than half of all European countries and in over 22,000 points of sale (POS) worldwide. In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is also 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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