



Press Release

Veganz launches Christmas range with new designs

(Berlin, 10 October 2022) Berlin-based Veganz is launching this year's Christmas range in stores: in addition to familiar products such as the Veganz Organic Mini Spekulatius or the Organic Advent Calendar, there are two new Christmas chocolates and another large Advent calendar with 24 different, delicious Veganz products.

In addition to the classic chocolate-filled Advent calendar, the company is also offering a large Veganz calendar this year - both in stores and in the D2C shop at shop.veganz.com. Well-known Veganz classics such as the Veganz Choc Bars, sandwich biscuits or Bliss Balls are hidden behind the doors. When opened, the calendar is adorned with a lovingly designed Christmas landscape in which some details about the history of Veganz are hidden, such as a little Veganz store.

Also new to the range are two chocolate flavours - Gingerbread Magic and White Baked Apple. Made from almonds and high-quality ingredients, the chocolate is hugely convincing: the Gingerbread Magic flavour is covered in melt-in-the-mouth chocolate and contains finely chopped almonds and hazelnuts, while the Baked Apple chocolate convinces with a white

chocolate shell, crunchy almonds and natural apple flavour. Both chocolates are certified organic and have received the highest rating of three stars in three out of four categories of the Veganz Sustainability Score. What's more, like other Veganz chocolate, they are packaged in a plastic-free film made of cellulose and starch, which can be composted within 50 days.

In addition to the Veganz Advent Calendar and the Mini Spekulatius, the Cinnamon Winter Almonds and White Winter Almonds are also returning to stores. The packaging of the entire Christmas range was redesigned last year and now hits the shelves with a new look.

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

Images of the products available on request.

About Veganz Group AG

Veganz ([vegan.de](https://www.vegan.de)) – 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 products for every meal of the day 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 optimised 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 German newspaper Handelsblatt.

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