

FOOD TRENDS



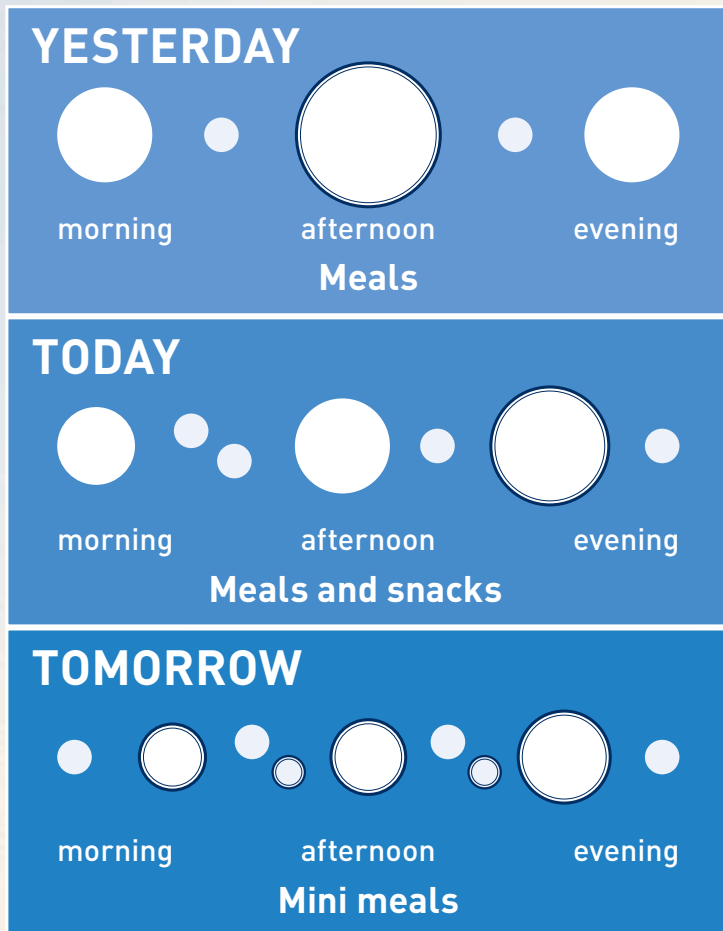
SNACKING!



erlenbacher[®]
...so backen Meister!

First manufacturer of deep-frozen bakery products to be awarded ZNU certification.

Evergreen Snacking



Net basis: futurefoodstudio 2019

Turn the snackification trend into a sales opportunity!

Your customers' eating habits are changing. Large meals are being consumed less and less, with small mini-meals and snacks gaining in popularity. This trend has been emerging for years, and is becoming increasingly clear. For you, this means:

- ✓ You can take advantage of this trend for additional sales!
- ✓ Snacks make consumers more open to new ingredients and new creations. Be creative!
- ✓ You can offer customers ways to individualise their lifestyle, without complicating things.
- ✓ Decisions about what to eat are determined by impulse and by what's on offer. Differentiate yourself through your offer!

There are no limits to your imagination.

It's the packaging that counts!

You don't always need special products for your customers to benefit from the to-go snack offer. Without wasting any time, you can devise new inspiring creations in just a few simple steps. The packaging is crucial here. Use existing products and present your snacking offer:

- ✓ in a cup
- ✓ in a convenient bag
- ✓ in blister packaging
- ✓ in a bowl

Snacking is varied and versatile. A single recipe can be put to highly individual use through small adaptations and different packaging.



Our recommendation for you



Tender Cup (Pretzel Popcorn Brownie)

The trendy combination of salty and sweet – simple and yet captivatingly delicious.

Combine the classic brownie with popcorn as well as pretzels and create additional handling benefits:

- ✓ Interpretation of current nutrition trends
- ✓ A total eye-catcher
- ✓ Use of sturdy ingredients
- ✓ Easy storage
- ✓ Little effort
- ✓ Versatile in combination

It's as simple as that:

The tender snack requires popcorn, salty pretzels, our brownie and chocolate sauce. Different sauces or fresh fruit can also be added if desired. Different packaging is also an option.

We recommend our chocolate brownie. A mainstream classic with a full chocolate flavour that can be combined in many ways. The chopped walnuts on top provide extra crunch to round off the taste experience.



Brownie, code 8107856
weight 2,050 g | measurements 28 x 38 cm |
pre-cut portions 48

Here's how it's made:



Remove the brownie from the packaging and leave to defrost overnight. The brownie is pre-cut, so you can choose the exact amount you need.



Combine the brownie, cut into small pieces, with the other ingredients and fill into the cup layer by layer as desired.



Finally, top the tender snack with a delicious sauce of your choice and add a small fork. Done!