

# ANUGA highlights of KTG Agrar SE: vegan and innovative products made in Germany

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- Unique brand mix with products >>From field to plate<< from a single source
- First deliveries of "Die Landwirte" to China realistic in spring 2016
- Food segment firmly targeting EUR 200 million in sales revenues

Hamburg, 19 October 2015. Combining regional cultivation and the processing of crops into high-quality food in the heart of Europe is a genuine unique selling point (USP) and is in strong demand from retailers and consumers. This is the positive conclusion drawn by [KTG Agrar SE](#) (ISIN: DE000A0DN1J4), one of Europe's leading agricultural companies, after the ANUGA fair, the world's leading event of the food industry. During the 5-day event, over 7,000 exhibitors and some 160,000 visitors made Cologne the centre of the food industry. KTG Agrar exhibited its three brands - "Die Landwirte", "biozentrale" and "Frenzel Tiefkühlkost" - and presented numerous innovative products that were met with great interest from national and international visitors.

"Our brands not only address important topics such as 'regional', 'organic' and 'frozen' but also promise to offer the highest quality >>From field to plate<< from a single source," says Siegfried Hofreiter, CEO of [KTG Agrar SE](#). "95 percent of consumers want to know where their food comes from - and we know exactly where it comes from. Being farmers, we grow our crops in Germany and process them in our own facilities."

"Die Landwirte" presented products for single households and the healthy eat-as-you-go breakfast; after all, the number of Germans who have breakfast at home is in decline and 41 percent do not have time for breakfast at all (sources: GfK and Forsa). For all of those, "Die Landwirte" has developed breakfast bars; made from the best grains grown on the company's own fields, using only natural ingredients. These bars come in four different tastes for a wholemeal breakfast "on the go". Vegans should look out for the frozen "Veggiepfanne", which is part of the brand's tasty stir-fry-range. Potatoes and onions grown on "Die Landwirte" own fields round up the innovative ideas of the potato fritters segment. The brand's "Knusperpuffer" is a potato fritter that really tastes like home-cooked - made from freshly-grated potatoes and fried in cast iron pans until crispy. Established only back in 2013, the brand today offers a wide range of mueslis, fresh products and frozen food that are available in retail stores throughout Germany. "Die Landwirte" will also continue to expand its online sales through Amazon.

The "Bio-Zentrale" brand also surprised visitor with a number of innovations. The German organic food specialist presented a wide range of vegan products as well as green smoothies and other superfoods. Siegfried Hofreiter commented: "We do not only offer retailers innovative products but as third-party vendors we also make sure that the shelves are continuously filled with the latest trend products. Our display stand for an exciting vegan product range, for instance, is a genuine eye-catcher for any supermarket."

"Frenzel Tiefkühlkost" used the ANUGA fair to present its new design. With its long tradition, the company completed a major brand and packaging relaunch last year aiming to communicate its core values more clearly, namely the regional origin and the cultivation of crops on its own fields. In addition, the logo and the brand identity as a whole have been given a more modern and fresher look. The success of these measures is not least reflected in the fact that the brand's revenues increased by 14% in 2014. Frenzel's ANUGA appearance primarily focused on breakfast. For the first quick meal of the day, the brand presented new variations of the popular pancake, which is a tasty alternative to toast with jam. Based on an original American recipe, the pancakes can be prepared in the toaster or the microwave and are ready to eat within only three minutes. Besides the traditional pancakes, which may be eaten with maple syrup or vanilla icecream as a dessert, Frenzel now also offers "apple", "wholegrain" and "chocolate" pancakes.

KTG Agrar not only presented new products but also held promising talks about the company's planned international expansion. Siegfried Hofreiter commented: "Food made in Germany has an excellent reputation throughout the world and is in strong demand. We have more or less come to an agreement with Chinese distributors. Now that "Bio-Zentrale" is already active in China, "Die Landwirte" may realistically make the first deliveries to China in the first months of 2016. The US market for quality products is also growing rapidly and offers exciting prospects for our mix of organic and regional products."

The >>From field to plate<< strategy is increasingly paying off. This year will see the food segment's

revenues climb from EUR 100 million to over EUR 120 million. The company is firmly targeting the EUR 200 million mark for the medium term and is currently implementing a comprehensive optimisation programme. The investments made over the past years have given rise to significant potential synergies within the KTG Group. Siegfried Hofreiter says: "Apart from growing through new products and our internationalisation, we will gradually increase our margin." At Group level, KTG Agrar plans to reach EUR 500 million in sales revenues within the next three years (2014 Group revenues: EUR 234 million).

## About KTG Agrar SE

With cultivable land of over 45,000 hectares, [KTG Agrar SE](#) (ISIN: DE000A0DN1J4) is one of the leading producers of agricultural commodities in Europe. As an integrated supplier, the company produces agricultural commodities, renewable energy and food. The Hamburg-based company's core area of expertise is the organic and traditional cultivation of market products such as cereals, potatoes, soy and rapeseed. KTG Agrar is the European market leader in organic market products. The company mainly produces in Germany but since 2005 also in the EU member states of Lithuania and Rumania. [KTG Agrar SE](#) has been expanding the value chain since 2011 and added food production to its business portfolio. The brands Frenzel Tiefkühlkost, Bio-Zentrale Naturprodukte, Ölmühle Naturoel Anklam and Die Landwirte are under the umbrella of KTG Foods SE. Since 2015 the KTG Group is maintaining a sales office in Shanghai. In the year 2014, [KTG Agrar SE](#) achieved a total output of EUR 297.7 million and an EBIT of EUR 37.1 million. The company has been listed on the Frankfurt Stock Exchange since November 2007 and employed more than 1,000 staff at year end 2014. Further information can be found on the company's website at [www.ktg.ag](http://www.ktg.ag).

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