

## **PRESS RELEASE**

### **“Genuport sets the course for further growth with new categories”**

The discovery of new trends and the establishment of internationally popular brands in the German food retail sector have been part of Genuport's core business since its founding in 1949. They remain the main driver in 2017 as well. More than 65 years after its founding, Genuport Trade GmbH is one of the most important importers and distributors of the confectionery industry in Germany. The company has managed to further consolidate its position as a distributor in the relevant market segments and to present a convincing presence on the market with a variety of products.

With market launches and product innovations presented to customers, partners and the media year round, Genuport continues to react to current consumer trends. For example, the desire for a balanced, conscious diet is met with products such as the Weetabix Protein Cereals. Lovers of salty snacks will be delighted with the latest additions to the Cräx brand, the baked cheese pastry specialties with a crispy grain mix or the vegetable crisps from the popular British brand Tyrrells. Since 2017, the Swiss brand Roland has been stimulating the market with its salty snacks in organic quality, and thus, it has been serving the growing market demand for certified organic products of various categories.

In 2017, Genuport has entered the frozen foods segment for the first time with the Valsoia brand. It is the market leader in lactose-free specialties in its home country of Italy. In the future, this category will be expanded more strongly. The high-quality Italian ice cream Valsoia not only tastes good for ice-cream lovers in general – without animal ingredients, it is also suitable for vegans, fitness-conscious people, and consumers who are lactose-intolerant.

# Genuport

In Germany, Valsoia Il Gelato almond ice cream with chocolate on a stick already convinced a jury and was awarded with the SWEETIE Award in the category "ice cream" in April. According to the jury, the newcomer brand on the German market prevailed over strong competitors.

Genuport also made a big leap in the sports nutrition category – and strategically expanded its product portfolio with the brands Multipower, Champ, and Multaben. Genuport has gained its know-how in this category, among other things, through the long-standing support of the French sports nutrition brand Isostar. Various eye-catching activities in the field of event sponsoring, social media, and press relations have repeatedly put the brand in the spotlight and addressed both the trade and consumers. With the broader line-up in this category of the future, Genuport specifically addresses the food retail trade and drugstores.

However, it is not just the introduction of new products that is stimulating business and trade. In addition, eye-catching promotions with a high impact are repeatedly placed at the POS – for more visibility and a higher rotation. The campaigns are always about creating memorable moments, with the aim of anchoring the brands in the consumers' minds in the long run and providing decisive buying impulses.

## ***International enjoyment with the Genuport Trade GmbH***

*Headquartered in Norderstedt, Genuport Trade GmbH manages the German distribution of over 40 major national and international food brands. Founded in 1949, the independent marketing and sales organization is today one of the largest importers and distributors of foods in Germany. Its portfolio includes sweet pastries, chocolates, sweets & children's items, savoury snacks, drinks, fruits and*

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*vegetables, breakfast products, sports nutrition & supplementation,  
frozen foods, and delicatessen.*

[www.genuport.de](http://www.genuport.de)

*Norderstedt, in October 2017*

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