



PRETZELS SINCE 1919

热烈欢迎



ABOUT US – KEY FACTS



Founded in 1919

by Wilhelm Ditsch.

Part of the Swiss Valora Group since 2012.

World's leading Pretzel maker

of deep-frozen pretzel products, pizza snacks and pretzel croissant specialities.

18 production lines

at 4 locations in Germany, the USA and Switzerland.

Over 1 billion products (incl. DE, US, CH)

a year in 2 convenience levels: pre-proofed dough and fully baked.

1,100 employees

worldwide – at our Mainz, Oranienbaum, Emmenbrücke and Cincinnati sites.

Sold in 38 countries

to food services, bakeries, food industry, wholesalers and retailers.



DITSCH GLOBAL – VISION

Wherever in the world
people **crave pretzel products** ...

... the **first name** that
should spring to mind
when **choosing**,
buying or
enjoying pretzel products
should be **DITSCH**.



OUR HISTORY – 1919 TO TODAY



1919



Registered in
Mainz
Commercial
Register

1987/88



Ditsch adopts freezing
technology: complete store
assortment available as
deep-frozen products

2012

Peter Ditsch hands over the
company to Valora Group
and joins the Board of
Directors

valora

2019

Capacity expansion
through the addition of
two new production lines
in the Oranienbaum plant
and one in the Cincinnati
plant

**100
JAHRE**

2023/24

A new production line was
built in Cincinnati in 2023.
Further production
expansion is set for 2024

First mobile pretzel
stand at Mainz Central
Station



1972

Second production site
(Oranienbaum) goes into
operation, Ditsch moves
into the B2B market

1998/99

Acquisition of Pretzel
Baron, Cincinnati;
Oranienbaum site
expanded; Valora
Gruppe acquires
Backwerk

2017

The Valora Group
becomes part of the
Mexican group FEMSA

FEMSA

2022



OUR LOCATIONS



- 1 MAINZ**
Production & Administration
approx. 2,500 m² production space
4 production lines (dough)
- 2 ORANIENBAUM**
Production
approx. 12,800 m² production space
10 production lines (dough/fully baked)
- 3 CINCINNATI, USA**
Production & Administration
approx. 5,000 m² production space
3 production lines (fully baked)
- 4 EMMENBRÜCKE, Switzerland**
Production
approx. 1,000 m² production space
1 production line (dough)

VALORA SUSTAINABILITY GOALS



- 50%

Own emissions 2019-2025 (Scope 1 and 2)

100%

Renewable electricity

- 50%

Emissions from the supply chains for own brand products 2019-2030 (Scope 3 own brands)

- 100%

All emissions by 2050 (net zero)

All targets are based on absolute reductions. This requires us to overcompensate for organic growth. It is possible that we will adjust the baseline for acquisitions.





LABELING



5909

article code

Pretzel swabian style

ready baked, deep frozen, with cut

Ingredients: WHEAT flour, water, rapeseed oil (rapeseed oil, antioxidant E307), yeast, salt, malt flour (WHEAT, BARLEY), WHEAT gluten, sugar, flour treatment agent ascorbic acid.

Baking instructions: Place the frozen pretzels on a baking tray. Heat the pretzel for approx. 4 minutes at 180°C in a convection oven. Alternative: Defrost pretzel.

weight: 40 x 100g = **4.000 g**

At -18°C Best Before: **31/12/2022**

Production Date: **22/11/2021**

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Made in Germany

Once defrosted do not
freeze again!



德式大扭结棍（预烘焙）

速冻熟制，即食

净含量：4.000千克（40个）

原产国：德国

在华注册编号：CDEU25012112290020

货号：5909

配料：小麦粉，

水，菜籽油（菜籽油，抗氧化剂（维生素E）），酵母，食用盐，麦芽粉（小麦，大麦），活性小麦面筋粉，白砂糖，面粉处理剂（抗坏血酸）。

贮藏方式：请置于摄氏零下18度环境贮藏，请勿重新冷冻已解冻的产品。

烹调加工方式：用预热至180°C的烤箱加热约4分钟。或室温解冻。

生产日期：年 月 日 **2021 11 22**

保质期至：年 月 日 **2022 12 31**

代理商：上海德奥好必食贸易有限公司

地址：上海市杨浦区军工路1436号8幢309室

联系电话：13022114209

*非直接提供消费者的预包装食品

营养成分表

项目	每100克	NRV%
能量	1252千焦	15%
蛋白质	9.1克	15%
脂肪	5.7克	10%
——饱和脂肪	0.7克	4%
碳水化合物	50.8克	17%
——糖	4.8克	
膳食纤维	2.9克	12%
钠	778毫克	39%