

A photograph of a lush field filled with sunflowers and small purple flowers. In the background, a dense forest with trees showing autumn foliage is visible under a soft, overcast sky. A semi-transparent dark green rectangular box is centered horizontally across the middle of the image, containing the text 'FAUSER VITAQUELL' in white capital letters.

FAUSER VITAQUELL

Andrea Dehn (Export Manager)

WHO WE ARE



- Fauser Vitaquell is an independant, family run enterprise, based in Hamburg
- Pioneer in the production of healthy margarine (founded in 1922)
- ~ 70 employees
- expertise in products for dietary and organic markets in Europe
- Precursor in production of healthy, organic margarines and other delicatessen

PRODUCT PORTFOLIO VITAQUELL



MARGARINES WITHOUT PALM OIL

Vitaquell was the first producer of palm oil free margarines.

TRADITIONAL MARGARINES

Vitaquell is pioneer in healthy, non hydrogenated and vegan margarines.

VEGAN SPREADS

Savoury spreads based on almonds and oat.

VEGAN OILS AND FATS; COCONUT OIL

Wide range of healthy and tasteful oils and healthy fats.



DELICATESSEN

Large range of delicate vegetarian and vegan products.





VITAQUELL ON THE POLISH MARKET

- We started with our first distribution partner in 2005
- In 2011 change to distribution partner Bio Planet S.A.
- In 2019 we started with a HoReCa partner for mayonnaise, contact at Biofach



BIO PLANET S.A.



- since 2006 as distributor for organic food products in Poland
- More than 4.500 products in their assortment
- Work with more than 100 German companies together
- Around 8.000 sales points; They sell mainly to organic shops, but also supermarkets with organic shelves (Auchan, Carrefour, Intermarche, E'Leclerc), Online-Shops, HoReCa



BIO PLANET S.A. - VITAQUELL

- We work together since 2011
- Bio Planet S.A. contacted us at Biofach (leading fair for organic products) and asked for partnership
- We decide together which products would be suitable for the Polish market. Due to limited sales volumes, we started with our standard products with Polish language stickers. If the quantity is sufficient, the partner also receives printed labels
- Marketing activities: Sales folder for stores, ads in magazines (Vege, Biokurier, Gotuj w stylu eko)
- Product tastings in the organic stores organized by Bio Planet S. A.
- Fairs: In-house exhibition and Natura Food

PRODUCT EXAMPLES





INSIGHTS FROM BIO PLANET S.A.

- Are there any particular challenges in selling German products on the Polish Market? We see that Polish people like German products, they appreciate good quality and taste. Sometimes quite high prices are barrier but more and more Poles prefer to spend more money for good quality.
- Do you see a change in the partnership with German companies in general over the last years? We see changing in partnership, more German companies are open on Polish market, it is good communication and good and easy transport. We see improvements in logistic with transport companies.
- How do you see the development of German organic products in Poland in the next 5 years: We hope that the sell of German products on Polish market will be so high that there will be possibility to put polish translation on most of products. More companies will open on better communication with Polish distributors



BIO-UMSATZ IN EUROPA NACH LÄNDERN 2022

ohne Außer-Haus-Verpflegung und Export, Auswahl*

Land	Umsatz je Einwohner in Euro	Umsatz in Mio. Euro	Bio- Umsatzanteil in Prozent	Wachstum in Landeswährung in Prozent
Belgien	84	955	3,7 %	-2,5 %
Bulgarien	6	38	1 %	3,5 %
Dänemark	365	2.167	12 %	-3,2 %
Deutschland	184	15.310	6,3 %	-3,5 %
Estland	72	98	5 %	6,0 %
Finnland	73	375	2,5 %	-7,2 %
Frankreich	176	12.076	6,1 %	-5,0 %
Italien	62	3.660	3,6 %	0,5 %
Luxemburg	259	164	8,2 %	-16,8 %
Niederlande	81	1.435	4,4 %	4,4 %
Österreich	274	2.496	11,5 %	4,1 %
Polen	8	310	0,57 %	keine Angabe
Schweden	245	2.607	8,2 %	-1,2 %
Schweiz	437	3.855	11,2 %	-3,3 %
Vereinigtes Königreich	51	3.413	1,8 %	-2,0 %

*Länder, von denen aktuellen Zahlen vorliegen

QUESTIONS ?



THANK YOU
VERY MUCH
FOR YOUR
INTEREST

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