

ISM 2015: International selection of sweets and snacks



Organic products: also an integral part of the selection when it comes to sweets.

The 45th ISM (International Sweets and Biscuits Fair) will attract buyers from all over the world to Cologne in 2015. That's because with over 1,400 suppliers from around 70 countries ISM has the largest and most comprehensive assortment of sweets and snacks in the world. In the list, under the hot "organic" topic, there are approximately 170 exhibitors who will be exhibiting organic products either exclusively or as a part of their selection at ISM 2015.

Furthermore, the selection of organic products at ISM has clearly established itself in recent years with 54 organic product exhibitors, first exhibited in 2008 on a separate platform within the ISM, to today's much broader representation of around 170 exhibitors. Among the exhibitors specialising in organic products

are names like Herford company Ecofina with its Vivani chocolate range. Chocolate blocks, chocolate bars, and chocolates: the selection is very diverse. Also vegan products, which are made with rice drink powder, are also now available. Chocolat Halba, a Swiss chocolate supplier, which has also been working with the organic topic for a long time, offers a wide range of products and high quality chocolate and is also strongly committed to sustainability initiatives. The confectioner Felicita from the East German municipality of Hornow-Wadelsdorf (near Cottbus) has established its own chocolate factory for organic production, in order to be able to meet this demand adequately alongside its conventional range. And the confectioner Klett from near Tübingen is also similarly committed to this. Then there is the company BioArt from Austria, which produces its selection not only organically and according to fair trade principles, but

also places special emphasis on attractive and sustainable packaging. They offer a broad selection and in addition to traditional chocolate bars also includes lactose-free variants, chips and lollipops.

For those of us with a sweet tooth marzipan is inextricably linked with the Christmas. The company Funsch from Bayreuth supplies fruits, New Year pigs, potatoes and Easter egg, all made entirely from marzipan. The Bavarian company specialises in the production of low fructose organic sweets and snacks. Chocolate, sweets, biscuits and fruit spreads are all part of the selection. The Organic Factory from the Netherlands will be bringing along organic-quality lollipops, sweets and mints to ISM.

Organic pastries and snacks can also be found at ISM, e.g. at Crisbiss, a company from Saxony, which, in addition to conventional products, also produces organically-certified cinnamon waffles. Among other products, Huober is well-known for its pretzels, and produces its entire range bio-certified. Landgarten, an Austrian company, specialises in organic snacks of a special kind, such as soybeans coated with fine chocolate or various fruits such as raspberries or goji berries in chocolate shells. The biscuit producer Parlasca is another company that demonstrates its organic expertise according to its old family tradition. The health food manufacturer Seitenbacher will also be presenting its organic range at ISM as an important part of the overall selection. And as well as its classic biscuits, Wikana has also been developing its expertise in the production of organic biscuits which it will be exhibiting at ISM 2015 in Cologne. ♦

