

Newcomers Area at INTERNORGA 2025 (in alphabetical order):

BenFit (Leonberg, Baden-Württemberg)

BenFit offers innovative and tailored product solutions. The range includes high-protein, gluten-free, and low-calorie baked goods and pasta, specifically designed for health-conscious consumers. These products cater especially to fitness studios, caterers, and large-scale buyers, providing a clear competitive advantage. [More information about BenFit.](#)

Franz von Fein (Munich, Bavaria)

Franz von Fei offers a non-alcoholic premium aperitif, featuring a complex, finely bitter note. Crafted with artisanal expertise, selected organic fruits, and botanicals, it stands out with its distinctive character. Awarded gold, it boasts a refined aroma, making it the perfect choice for discerning connoisseurs. [More information about Franz von Fein.](#)

GaStrong (Wallhausen, Baden-Württemberg)

GaStrong is an app that quickly and efficiently connects gastronomy businesses with qualified personnel. An intelligent algorithm ensures precise matches to counteract the labor shortage in the industry and strengthen the foodservice sector. **GaStrong's** vision: *The future of gastronomy starts today!* [More information about GaStrong.](#)

getvoila (Berlin)

get voila offers frozen meals in real restaurant quality and provides an innovative solution to the labor shortage in the F&B sector. The products enable high-quality and efficient meal preparation without compromising on taste and premium standards. [More information about getvoila.](#)

HanseGarnelen AG (Glückstadt, Schleswig-Holstein)

HanseGarnelen AG specializes in sustainable shrimp farming and operates Europe's largest eco-friendly shrimp farm. The company focuses on the responsible breeding of **White Tiger Shrimp** in closed-loop systems, free from antibiotics and microplastics. These premium shrimp are fresh, healthy, and full of flavor. They are available for high-end restaurants, retailers, and private consumers—produced locally and sustainably. [More information about HanseGarnelen AG.](#)

Keks Kreator (Brilon, North Rhine-Westphalia)

Keks Kreator is a master-run bakery specializing in customized logo cookies. Using a unique technique, logos are baked as embossed reliefs onto the cookies—even in small batches. The cookies are free from additives, made from high-quality, partially regional ingredients, and have a shelf life of 7 months. The company holds the **360° Sustainability Certificate**, covers 80% of its energy needs with solar power, and offers plastic-free packaging for the foodservice industry. [More information about Keks Kreator.](#)

Knorr Professional High Convenience (Hamburg)

The new **Knorr Professional High Convenience** products combine a flexitarian culinary journey with fully plant-based recipes. Three of the seven **Future Menus** platforms provide insights into the future of nutrition. Developed using **Future 50 Foods**, they promote sustainable food transformation, conserve resources, and support balanced nutrition. The versatile products are easy to prepare, simplify kitchen workflows, and offer an innovative **low-waste solution** for modern needs.

Pelster's (Altenberge, North Rhine-Westphalia)

Pelster's develops and distributes sustainable oat drink powders. The innovative powder allows for easy preparation with water, making it ideal for the foodservice industry. With eco-friendly packaging and high-quality, additive-free ingredients, the company offers a vegan and sustainable alternative to cow's milk and other plant-based drinks. In addition to organic and barista oat drink powders, the product range includes oat coffee creamer sticks and instant lattes such as matcha, golden milk, and chai tea. [More information about Pelster's.](#)

PolarFoxy.com GmbH (Bornheim, North Rhine-Westphalia)

PolarFoxy.com GmbH provides specialized solutions for temperature monitoring and documentation in the foodservice industry. The products help ensure compliance with hygiene regulations and quality control. With precise and automated systems, food safety is optimized, and operational efficiency is enhanced. **PolarFoxy.com** stands for reliable and modern temperature management. [More information about PolarFoxy.com.](#)

Rice in Action (Madrid, Spain)

Rice in Action develops delicious instant rice products for the foodservice industry and retail sector. Using proprietary processing technology, the company addresses current consumer trends, tastes, and lifestyles in a healthy and sustainable way. [More information about Rice in Action.](#)

Thats Kimchi (Hamburg)

That's Kimchi produces vegan kimchi based on an authentic recipe and develops spin-off products for the foodservice and B2B sectors. The combination of traditional preparation and innovative applications creates versatile uses and a flavorful addition to professional kitchens. [More information about That's Kimchi.](#)

The Farm Route B.V. (Heerenhoek, Netherlands)

The Farm Route B.V. cultivates high-quality vegetables on nutrient- and mineral-rich soils. What started as a small business has grown into a global company with customers worldwide. Unique farming methods, a sunny climate, and the fresh sea breeze ensure exceptional quality and taste. Vegetables are grown on 150 hectares, processed, and exported to Europe, Asia, and the USA—meeting the highest standards for quality, safety, and flavor. [More information about The Farm Route B.V.](#)

The Jackfruit Company (Boulder, Colorado, USA)

The Jackfruit Company offers 100% vegan and natural jackfruit dishes that are flavorful and easy to prepare. The company's goal is to make **jackfruit** a globally recognized food while supporting more than 1,700 farming families. Its versatile products are available in restaurants, cafeterias, and supermarkets worldwide. [More information about The Jackfruit Company.](#)

The Oater (Cologne, North Rhine-Westphalia)

The Oater's barista machine allows for fresh oat drink production on-site—an eco-friendly solution that reduces packaging waste and transport emissions. Designed for modern hospitality businesses, the machine combines **Made in Germany** technology, intuitive operation, and full barista-quality without added sugar. Featuring patented technology and IoT integration, **The Oater** offers a sustainable, forward-thinking solution. [More information about The Oater.](#)

The Raging Pig Company (Hamburg)

The Raging Pig Company is a food-tech start-up that develops and sells **plant-based pork alternatives**, including sausage products and burgers. The company combines authentic taste experiences with **outstanding texture, consistency, and bite**. Beyond product quality, **The Raging Pig Company** focuses on modern and attention-grabbing brand communication, staying ahead of market trends. [More information about The Raging Pig Company.](#)

traceless materials GmbH (Hamburg)

traceless has developed a new biomaterial that replaces unnecessary single-use plastics—including in the foodservice industry. The **plant-based material technology** is fully biodegradable, plastic-free, and made from agricultural by-products. This innovative material leaves no harmful traces and helps reduce global plastic pollution. [More information about traceless materials.](#)

Wild&Water (Berlin)

Wild&Water offers **pure tea extracts**, bringing natural flavors and freshness to water. The clean-label products are free from artificial sweeteners, preservatives, and additives. **Low in sugar and calories**, they contribute to **CO₂ reduction**, saving up to 80% compared to bottled soft drinks. A sustainable choice that benefits both people and the environment—without compromising on taste. [More information about Wild&Water.](#)