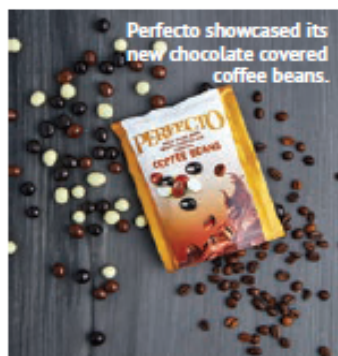


The image shows the interior of a coffee shop. The main wall is dark green with a white geometric pattern of interlocking lines. On this wall, the text "PASSION FOR COFFEE & TEA" is written in large, raised, gold-colored letters. Below this, there is a circular logo featuring a coffee bean and a teacup, flanked by two horizontal lines. Underneath the logo, the text "SINCE 1963" is also in raised, gold-colored letters. To the right, a brick wall is visible, and a framed piece of art hangs on it. The ceiling has exposed wooden beams and three modern, cylindrical pendant lights. In the foreground, there is a wooden bench and a small round table. The bottom right corner of the image is a dark, curved area containing white text.

PASSION FOR
COFFEE
& TEA
SINCE 1963

NEW
Buyers Guide
Inside

Cologne was Abuzz with Sweets – and Coffee & Tea – as Live Shows Returned



Perfecto showcased its new chocolate covered coffee beans.

In early February, there was excitement in Cologne Germany. After a two-year break, ISM one of the world's leading trade fairs for sweets and snacks was back. Once again being staged parallel to ISM was ProSweets Cologne, the international supplier fair for the sweets and snacks industry. More than 1,000 exhibiting companies from 56 countries for ISM and 213 exhibitors for ProSweets. Together both trade fairs cover the entire value chain in the production of sweets and snacks, a unique constellation worldwide.

As expected, the attendance was lower than the previous editions, with several important players missing, and the opportunity to follow the fair online. But today more than ever, nothing beats the energy and enthusiasm of one-on-one meetings as well as a robust event and conference program 'live'.

This world-leading trade fair for sweets and snacks presents the entire product range – from chocolate, confectionery and biscuits through to the whole category of snacks. Two leading European market research firms shared interesting insights, which affect coffee and tea products as well. Dutch Innova Market Insights focused on five major trends:

- **Plant-based** is the canvas for innovation today. Not surprisingly, the two most important criteria for the product selection of consumers are personal health and global sustainability. The desire for a varied diet is stimulating the interest in plant-based

foodstuffs beyond the traditional vegan and vegetarian sector. Exotic flavour combinations and fruity aromas alone are not enough, ingredients should support an active and conscious lifestyle as sugar-reduced, purely plant-based variants or immune-boosting benefits.

- **My food and my brand** is the motto illustrating, that since technological developments have changed every aspect of the food and beverage industry, innovators are implementing new production methods, the consumers are using apps and artificial intelligence to enable a personalised diet tailor-made to suit individual needs. Now it is all about communicating with the consumers honestly and openly to retain their trust amid the progress of food technology.
- **The craving for novel food** is obvious. Long locked downs consumers are hungry for novel food and beverage experience, as part of a quest to live life to the fullest. Celebratory moods are spurring new products development, with companies venturing in new sections and unexpected collaborations. Ingredients such as fruit powder, nuts and vitamins, as well as botanical extracts, functional dietary fibres or protein concentrates based on pulses are hype.
- The proliferation of **clean labelling** is accompanied by a return to traditional and natural food production without genetic engineering. Consumers want to know the products origins, how they are made and what ingredients are used.
- The **'shared planet'** trend illustrates that brands are moving on from just proclaiming their credentials to meeting a clear agreed and understandable measurement of their environmental and social impact. Consumers are eager to trust claims, certifications and transparency of brand actions. The product information needs to

be combined with a product life story that stands up to scrutiny.

Throughout the 90,000-square meters of exhibition, products with tea and coffee products were quite numerous. For example, Turkish Dety Chocolate, a subsidiary of the Altinmarka Group, highlighted its Perfecto Chocolate Covered Coffee Beans – high-quality coffee beans coated with fine milk, dark and white chocolate produced from special cacao beans.

Tapping into today's trends, Bulgarian chocolate producer, Benjaminsimo, presented 100 percent organic, vegan and natural collection of coffee and white matcha chocolate bars. Spanish Chocolate producer, Pancracio, is adding 100 percent natural Colombian coffee extract to its dark chocolate bar.

Cosmic Dealer, an Australian/French company presented dark artisanal cocoa with Ayurvedic herbs and botanical teas made of either green tea leaves, toasted brown rice, ginger or green and red rooibos, roasted buckwheat and cinnamon. This herbal tea aims restore deep sleep.

Finally, Belgian company Chalo, offered RTD tea mixes, such as chai lattes, to inspire people or discover new ingredients and recipes from other cultures and climates. Seven funky flavours contain a variety of spices, including masala, turmeric, cardamom, and vanilla.



Chalo exhibited several RTD chai latte varieties.

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