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## EANS-News: AGRANA attends the ANUGA in Cologne

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### Marketing/New Products/Company Information

Vienna - The Austrian food-producing group AGRANA will be exhibiting its broad range of fruit, starch and sugar-based products at the ANUGA in Cologne, Germany, the world's largest trade fair for food and beverages (5 - 9 October 2019, Hall 10.2 | Stand D031). Around 165,000 visitors from 190 countries are expected to attend the trade fair.

AGRANA will be presenting a wide range of innovative products for diverse customer sectors. The Fruit preparations segment will be showcasing its latest product solutions for yoghurts, ice creams, bakery products and the food service industry. The AGRANA fruit portfolio also includes brown flavours, fruit specialties for snacking and spice preparations. Product development work also reflects current nutritional and consumer trends such as plant-based nutrition and indulgence.

AGRANA Starch, globally recognised for its GMO-free and comprehensive organic starch portfolio based on the commodities corn, potato and wheat, focuses on trendy innovations in the form of complex carbohydrates for athletes and geriatric nutrition as well as organic potato fibre for high-fibre nutrition, alongside other organic potato-based products.

The Sugar segment rounds off AGRANA's extensive product range at the fair with around 30 different special varieties under the "Wiener Zucker" brand - from classic caster sugar and icing sugar to baking sugar, gelling sugar and sugar syrup for fruit preserves, not to mention numerous organic products. The transparent production processes for all "Wiener Zucker" products also guarantee their GMO-free status, from the agricultural commodities processed to the finished products. This is confirmed by the seal issued by "ARGE Gentechnik-frei" printed on every "Wiener Zucker" pack. The "Wiener Zucker" brand also guarantees the products' Austrian origins and is the key to enjoying the "sweet side of Austria".

### Show cooking with Cooking Catrin

To offer visitors the possibility of experiencing the broad range of AGRANA products with all of their senses, the popular food blogger Cooking Catrin will be on the AGRANA stand preparing delicious culinary delights with AGRANA products.

### About AGRANA

AGRANA adds value to agricultural commodities to produce top quality foodstuffs and numerous industrial upstream products. Around 9,200 personnel working at 57 production facilities worldwide generate consolidated annual revenues of around EUR 2.4 billion. The Group was founded in 1988, is the global leader in fruit preparations and also a major producer of fruit juice concentrates in Europe as well as being a key manufacturer of customised starch products and organic ethanol in its Starch segment. AGRANA is also one of today's leading sugar companies in Central and Eastern Europe.

This press release is available in German and English at [www.agrana.com](http://www.agrana.com) [<http://www.agrana.com/>].

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