

## PRESS RELEASE

BIOFACH 2025

### **HERZA Schokolade goes in for colourful variety and culinary nostalgia**

**Norderstedt, December 2025** – Exciting new creations with a “wow” effect, or a return to traditional recipes? Consumers want both, as a study by Innova Market Insights shows – “Wildly inventive” and “Tradition reinvented” are two of the top trends for the coming year. HERZA Schokolade addresses these trends with attractive chocolate pieces. At BIOFACH 2025 the company is presenting colourful Compound Pieces in organic quality, as well as small Organic Nougat Chocolate bits. Sister company SternLife is also addressing trendy indulgence with a new Organic DELUXE Protein Bar that meets the growing demand for high-end snacks with added health value.

#### **Colourful Compound Pieces for ultimate flavour sensations**

Worldwide, around 43 percent of consumers are looking for unusual creations that offer ultimate flavour sensations, according to Innova trend research. With the colourful new Compound Pieces, baked goods and baking supply manufacturers can meet consumer wishes. The Compound Pieces, which are also offered in vegan, are based on cocoa butter. Their colourful variety is attained with natural food colours, and they give cakes and tortes – fresh or frozen – a special touch as garnish. Packaged as a monoproducts on supermarket shelves, they also provide new inspiration for home bakers. “Brightly coloured organic deco products have thus far not really been present on the market. So we’re very happy that we could add these cheerful new pieces to our production line,” says HERZA Product Developer Bodil Reimers. “With these new Compound Pieces we’re filling a gap and bringing in a fresh approach. The product range stands not only for innovative food production, but also for indulgence and joie de vivre that we would like to share with our customers.”

#### **Organic Nougat Chocolate: Reinterpreting a classic**

Crafted of the finest milk chocolate and high-quality hazelnut nougat, the Organic Nougat Chocolate pieces combine different textures and flavours. Worked into chips, chunks or other shapes, these gently melting pieces enhance ice cream, porridge, baked goods and muesli. The vegan versions use tiger nut flour instead of whole milk powder.

Here again, the company is filling a gap in the market, as neither organic nor vegan nougat chocolate was heretofore available. With these new small pieces, HERZA is opening up new possibilities while at the same time supporting the trend to nostalgic indulgence. According to

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Innova's trend survey, almost two-thirds of consumers would like to try new products with traditional flavours. "With the plant-based version we have reinterpreted the traditional nougat," comments Carsten Braumann, Head of Business Unit Chocolate. "The classic version in organic is also a hit. Initial product presentations with key accounts were very positive."

### **SternLife: Organic DELUXE Protein Bar with special added value**

Trendy indulgence is also a focus of SternLife. With its new organic protein bars the company is serving the growth market for these bars while also addressing the "Ingredients and Beyond" Innova Top Trend for 2025. This trend reflects a clear consumer desire for high-quality ingredients and health benefits. Protein products are reaching a new level, and the SternLife Organic DELUXE Protein Bar is a prime example of this.

Coated in crunchy dark chocolate, the bar features not just high protein and fibre content but also great taste, with its creamy filling in raspberry-vanilla or peanut, and its topping of crunchy crispies. "With the new bar, conventional brands can now market to consumers who want organic," says Business Unit Director Marc van Essen. "At the same time, organic brands can add high-end protein bars to their line, likewise marketing to new target groups." The Organic DELUXE Protein Bar brings together a seductive taste experience with health benefits. It thereby delivers the added value that vendors want for their brands, whether store brands for drugstores and retail, lifestyle or organic brands.

Fair visitors can experience the new products as well as the many other HERZA and SternLife organic products in Nuremberg at the shared booth of the State of Schleswig-Holstein, booth No. 9-335.

#### About HERZA:

*HERZA Schokolade GmbH & Co. in Norderstedt near Hamburg, Germany is one of the world's leading suppliers of quality functional chocolate pieces for the food industry, and the European market leader in small chocolate pieces for mueslis. In addition, HERZA has made a name for itself as a contract manufacturer, providing development and production of functional bars. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of twelve subsidiaries, HERZA can make use of many synergies. The company has access to the knowledge of around 125 R&D specialists and the extensive applications technology of the Group's large Technology Center in Ahrensburg, Germany, as well as shared production facilities and the Group's own logistics resources. This lets it offer customers a high degree of flexibility and innovation.*

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