

PRESS RELEASE

BIOFACH 2026

Focus on health and wellness: HERZA presents new organic chocolate pieces with matcha and natural date sweetening

Norderstedt, January 2026 – The new products HERZA is presenting at BIOFACH 2026 are right in line with the current megatrends of health & wellness. At the focus are the new “Magic Matcha” and “Date Edition” series. With their many flavours and shapes, these organic chocolate piece assortments bring individual variety to snacks, muesli and ice cream.

Magic Matcha: Superfood with special indulgence factor

According to Innova market insights, holistic wellbeing for body and soul will continue to dominate the food industry in 2026. Products that combine health and enjoyment will still have an advantage. Matcha tea is one of these superfoods. According to studies, the L-theanine it contains provides relaxation in stress situations, while its EGCG, a catechin, is known for its antioxidative effects. Matcha tea is thus also considered a detox and wellness drink. The versatility of this green tea powder is evident on social media; desserts, smoothies, cookies and classic matcha latte in every conceivable iteration are all over TikTok, Instagram and the rest. HERZA brings this Japanese tea ceremony classic to the market in a sweet form.



These small organic chocolate pieces come in six versions, including four combinations of organic white chocolate and matcha, either plain or refined with fruit powder and spices. The plain chopped pieces get their special flavour and eye-catching colour from two percent matcha powder. Lime powder gives the big arched chips an additional fruity-fresh note. Blueberry powder gives the leaves not just a fruity taste but also an attractive appearance. The same goes for the square double leaves of white chocolate with matcha and dark mocha chocolate, which bring together coffee and matcha flavours and colours. Another product in the series features a combination of white chocolate with matcha and caramel chocolate, for an exciting marbled effect. With its final new product in the Magic Matcha series HERZA reinterprets the trendy pumpkin spice latte, uniting this popular spice mix with matcha powder in white chocolate chips.

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Date chocolate for new inspirations

HERZA is addressing consumer demand for health and clean eating with new organic date chocolate pieces. Instead of refined sugar, these products use the natural sweetness of dates. In addition to providing sweetness, dates are rich in fibre, important vitamins and minerals, and secondary phytochemicals. This makes them ideal for current trends like whole foods, plant-based and natural sugar alternatives.

Three variants feature white date chocolate – small leaves with sea salt that gives the date flavour a spicy note, big leaves with coconut, and irregular pieces with strawberry powder and matcha. The product range also includes semisweet date chocolate chips that step up with fruity orange flavour. For crunchy enjoyment in snacks, muesli or ice cream, there are irregular pieces of milk chocolate with date and rice crispies. Manufacturers wanting to add a nutty note to their final products can do so with the date white chocolate chips with hazelnut paste.



Handmade character for individuality

The irregularly cut chocolate pieces are a unique speciality made only by HERZA. The varying sizes ranging from two to ten millimetres give them a handmade look for an individual homemade character. Virtually any chocolate or fat glaze can be cut like this, and levelled up with further ingredients like crispies, fruit pieces or caramel pieces. The crunchy bite is particularly effective in muesli, ice cream and baked goods. For individual decorative effects HERZA offers irregular pieces in smaller grades as well, as splinters or microsplinters. Fair visitors can experience the new products as well as the many other HERZA organic products at BIOFACH in Nuremberg at the shared booth of the State of Schleswig-Holstein, No. 9-335C.

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-managed 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.

For more information:

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