

# IN THE MOOD FOR FOOD







# MAINTAINING TRADITION, SHAPING THE FUTURE

## OUR PHILOSOPHY

When the farmer Heinrich Kühlmann opened his farm shop over a century ago, he focused on what was to become the guiding philosophy of our family-run company today – a company now led by the fourth generation. The cornerstone of this philosophy was – and still is – the production of premium-quality, natural foods while upholding values such as reliability, honesty, long-term relationships and a commitment to human dignity and compassion.

**Our aim is to make people happy with our outstanding gourmet products. Everything we do, whether we do it for our customers, our employees or our partners, is driven by our desire to produce gourmet foods with diligence, passion and responsibility.**

Our high-quality products bring together tradition and innovation. While preserving classic recipes, we embrace emerging trends to create gourmet foods that satisfy the

tastes of today's consumers and anticipate those of tomorrow. Our ultimate aim is to unite delicious flavors, exceptional quality and culinary mastery.

As a family-run company, we welcome our responsibility towards future generations, our employees and our partners. Sustainable resource management is an integral part of our identity. That's why we are committed to both sustainable operations and a sustainable mindset, from the careful sourcing of raw materials and efficient use of water and energy to and eco-friendly production processes and packaging solutions.

This mindset allows us to look confidently towards the future – honoring the roots of our past, yet ready to embark on new paths. And as we do, our aim will never change: to bring happiness with our high-quality gourmet products and create shared moments of indulgence.

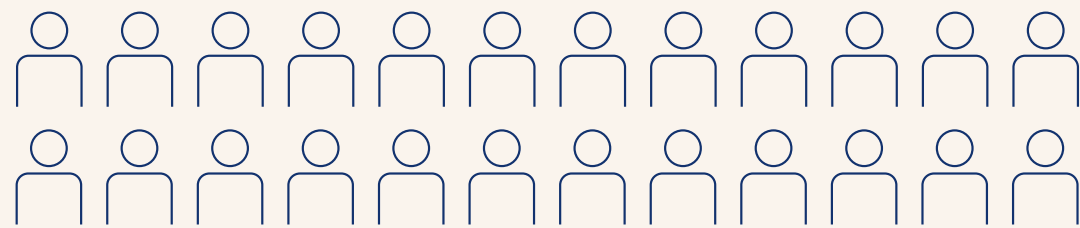




**€352 MILLION**

**SALES**

**1,400 EMPLOYEES**



**89 K**

**ANNUAL QUANTITY IN TONS**

**2,765 DEVELOPMENTS  
IN 2024**

**OWN PRODUCTION**

**30,000 M<sup>2</sup>**

**OWN LOGISTICS**

**11,000 M<sup>2</sup>**

**PRIVATE LABEL  
SHARE = 75%**

# FACTS AND FIGURES

## LOCATIONS

### RIETBERG

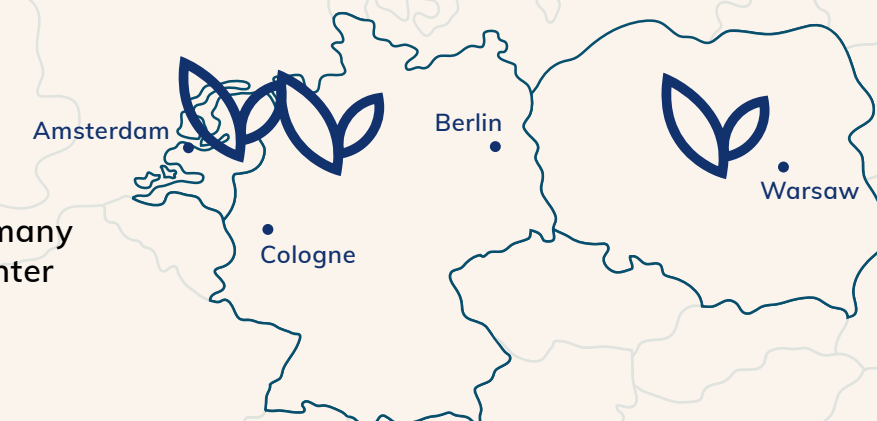
Westenholz, Dörentrup | Germany  
headquarters | innovation center  
production | logistics center

### ENSCHEDÉ

Netherlands | sales office

### ŁOWICZ

Poland | production





# CUSTOMERS, PARTNERS & DISTRIBUTION CHANNELS





# HUMMUS

Hummus is incredibly versatile and always a delight – whether paired with flatbread and falafel or enjoyed as a dip or vegan spread. Share the enjoyment and flavor!

THE ENTIRE RANGE CAN BE FOUND ON PAGE 18



**SPICY HUMMUS**

chickpeas / sesame / paprika / chili



**HARISSA HUMMUS**

chickpeas / sesame / paprika  
silverskin onions / sambal oelek



**CLASSIC HUMMUS**

chickpeas / sesame



**BEETROOT HUMMUS**

chickpeas / beetroot / sesame  
dried figs / onions / garlic



**PINE NUT HUMMUS**

chickpeas / sesame / pine nuts  
garlic / herbs



**DRIED TOMATO HUMMUS**

chickpeas / dried tomatoes  
sesame / herbs / paprika / garlic



**NEW**

HIGH-  
PROTEIN  
HUMMUS  
24 g protein  
per cup

**HIGH-PROTEIN HUMMUS**

chickpeas / sesame / whey powder



**HUMMUS TRIO**

Classic Hummus / Curry  
Hummus / Spicy Hummus





Our layered salads are perfect for a healthy and varied snack or meal, whether you're on the move or at home. Their versatility makes them appealing to a broad market who appreciates quality and deliciousness.

# LAYERED SALADS

The hummus base is topped with an appetizing layer of delicious couscous or bulgur salad, creating a seamless blend of freshness and flavor. Served in a transparent bowl, these salads not only taste fantastic, but also stand out of the shelf!



**COUSCOUS SALAD**  
with sweet pepper and hummus



**RED COUSCOUS SALAD**  
with white cheese and hummus



**BULGUR SALAD**  
with beetroot and beetroot hummus



**BULGUR SALAD**  
with cranberries and falafel sauce



# DIPS AND ANTIPASTI

Whether served at a BBQ or for dinner with family or friends, antipasti and dips add that special something to the table. Fresh and pure from the refrigerated shelf, they satisfy virtually any taste.



**CHERRY PEPPERS**  
filled with cream cheese



**YELLOW CHERRY PEPPERS**  
filled with cream cheese



**ANTIPASTI DIP**  
available in these varieties: wild garlic, cherry peppers, mustard and honey, and feta



**ANTIPASTI SALAD**  
different varieties with feta-style cheese and olives, see page 18

## ANTIPASTI DIP

different varieties made with a cream cheese base. See page 18

## DATE AND CURRY DIP

dried dates / black cumin / honey / cascabel chili peppers



## AIOLI

mayonnaise / garlic







THE ENTIRE  
RANGE CAN BE  
FOUND ON  
PAGE 19

# PASTA SALADS

Discover our modern pasta salads – there's truly something for everyone! Low-mayo dressings meet a colorful variety of ingredients and pasta types – for a compelling look with guaranteed freshness.



## CHICKEN FUSILLI

cooked chicken / zucchini / green onions /  
herbes de Provence



## SALMON FUSILLI

smoked salmon / cucumber /  
tomatoes / herbs



## HAM PENNE

tomatoes / ham / sweetcorn / herbs /  
onions



## PENNE – WITH FETA

feta / bell pepper / green onions /  
herbs

Whether you're on the move or at home, our pasta salads are the ideal choice for a quick meal and also include a vegetarian option.

The generous to-go bowl makes these salads look even more appetizing.



# HIGH- PROTEIN TO GO

High-protein breakfast pots. Breakfast to go – with skyr, stewed fruits and muesli. High in protein – 23 g of protein per pot. A separate compartment for the muesli in the lid keeps it wonderfully fresh and crunchy. The eye-catching packaging with maximum transparency conveys a sense of freshness.



**HIGH PROTEIN WITH SYKR AND  
CHERRIES**

Skyr / cherry / crunchy muesli



**HIGH PROTEIN WITH SYKR AND  
BLUEBERRIES**

Skyr / blueberry / crunchy muesli



**HIGH PROTEIN WITH SYKR AND  
STRAWBERRIES**

Skyr / strawberry / crunchy muesli



**FRESH &  
CRISPY**

with skyr, stewed fruits  
and muesli



# PRODUCTS



PRODUCT NAME	SHELF LIFE	WEIGHT	INFO
HUMMUS			
CLASSIC HUMMUS	28 DAYS	175 g	– vegan –
SPICY HUMMUS	28 DAYS	175 g	– vegan –
HIGH-PROTEIN HUMMUS (CLASSIC / SPICY)	28 DAYS	175 g	– vegetarian –
DRIED TOMATO HUMMUS	28 DAYS	175 g	– vegan –
PINE NUT HUMMUS	28 DAYS	175 g	– vegan –
HARISSA HUMMUS	28 DAYS	175 g	– vegan –
SWEET CHILI HUMMUS	28 DAYS	175 g	– vegan –
BEETROOT HUMMUS	28 DAYS	175 g	– vegan –
HUMMUS TRIO (CLASSIC, SPICY, CURRY)	31 DAYS	210 g	– vegan –

## LAYERED SALADS

RED COUSCOUS SALAD WITH WHITE CHEESE AND HUMMUS	30 DAYS	200 g	– vegetarian –
COUSCOUS SALAD WITH SWEET PEPPER AND HUMMUS	30 DAYS	200 g	– vegan –
BULGUR SALAD WITH BEETROOT AND BEETROOT HUMMUS	30 DAYS	200 g	– vegan –
BULGUR SALAD WITH CRANBERRIES AND FALAFEL SAUCE	30 DAYS	200 g	– vegetarian –

## DIPS AND ANTIPASTI

CASCABEL CHILI PEPPER SPREAD	18 DAYS	150 g	– vegetarian –
WILD GARLIC SPREAD	18 DAYS	150 g	– vegetarian –
MUSTARD AND HONEY SPREAD	18 DAYS	150 g	– vegetarian –
FETA AND BELL PEPPER SPREAD	18 DAYS	150 g	– vegetarian –
TZATZIKI	40 DAYS	150 g	– vegetarian –
AIOLI	30 DAYS	175 g	– vegetarian –
SPICY AIOLI	30 DAYS	175 g	– vegetarian –
DATE AND CURRY DIP	30 DAYS	175 g	– vegetarian –
CHERRY PEPPER	33 DAYS	150 g	– vegetarian –
YELLOW CHERRY PEPPER	35 DAYS	150 g	– vegetarian –
ANTIPASTI SALAD WITH NOCELLARA OLIVES, BLACK OLIVES, CHERRY TOMATOES AND FETA CHEESE	18 DAYS	150 g	– vegetarian –
ANTIPASTI SALAD WITH GREEN AND BLACK OLIVES, ROASTED BELL PEPPERS AND FETA CHEESE	18 DAYS	150 g	– vegetarian –
ANTIPASTI SALAD WITH A TRIO OF OLIVES, HERBS AND FETA CHEESE	18 DAYS	150 g	– vegetarian –



PRODUCT NAME	SHELF LIFE	WEIGHT	INFO
PASTA SALADS			
HAM PENNE	19 DAYS	250 g	
PENNE WITH FETA	19 DAYS	250 g	– vegetarian –
CHICKEN FUSILLI	19 DAYS	250 g	
SALMON FUSILLI	19 DAYS	250 g	
PENNE CURRY CHICKEN	19 DAYS	250 g	

## HIGH-PROTEIN BREAKFAST POTS

HIGH-PROTEIN BREAKFAST POT WITH SYKR AND STRAWBERRIES	14 DAYS	255 g	– vegetarian –
HIGH-PROTEIN BREAKFAST POT WITH SYKR AND CHERRIES	14 DAYS	255 g	– vegetarian –
HIGH-PROTEIN BREAKFAST POT WITH SYKR AND BLUEBERRIES	14 DAYS	255 g	– vegetarian –



