

## FOOD EVOLVATION – JAMS & JELLIES



### Code:

**Product:** **TANNENZÄPFLE BIER-GELEE**

**Brand:** **Faller Konfitüren**

**Manufacturer:** **Konfitürenmanufaktur Alfred Faller GmbH**

**Reference country:** Germany

**Reference trend:** spreadable jams for breakfast - cheese seasonings and more

**Source:** Direct purchase in Scheck- In Center (Germany).

**Selling proposition:** Produced and sold in Germany, at **Scheck-in Center, Rewe, Edeka** and in the **Faller Konfitüren** mono-brand stores. Consisting mainly of beer jelly, it is available in many versions among which the best known are: The Hefe Weizen Bier Gelee (White Wheat Beer Jelly) and the Tannenzäpfle Bier-Gelee (Beer Jelly Pils branded Rothaus Tannenzäpfle). The taste of this jelly, sweet and gradually more bitter, highlights taste and flavour of beer. In Germany it is eaten for breakfast and as an accompaniment of cheeses. The manufacturing company has entered in the jams industry, using the Rothaus logo of the famous Black Forest brewery. The target is the beer-loving clientele or the one who is looking for pairing cheese and jam.

The manufacturing company is the Konfitürenmanufaktur Alfred Faller GmbH

**REFERENCES:** Konfitürenmanufaktur Alfred Faller GmbH  
Seeweg 3, 79694 Utzenfeld, Germany

### **INGREDIENTS AND NUTRITIONAL VALUES:**

Sugar, Rothaus Hefeweizen beer (32%), water, wheat malt, barley malt, hop extract, hops, yeast, concentrated lemon juice, gelling agent: apple pectin