



**FRISCH & FROST**  
DAS BESTE AUS ÖSTERREICH



Press Information

## Frisch & Frost at Intercool 2008

### Austrian Trade delegation with Frisch & Frost at Intercool 2008

Frankfurt /Hollabrunn, 15th September 2008

**The Austrian trade delegation in Frankfurt, under the management of Mag. Christoph Sturm is delighted about the positive development of the Austrian food producer in Germany.**

**Together with Frisch & Frost the delegations exemplary company, Mag. Christoph Sturm will be opening the activities „the mini-cooks“ on 29th September at 14.00 (Hall 10, Stand D 04) with Sybille Schönberger. Furthermore, he will be present at the social highlight of the day, the Interlife Party at 19:00 in the CCH Congress building.**

**At the Intercool exhibition in Düsseldorf from 28<sup>th</sup> September - 1<sup>st</sup> October, the Austrian frozen food expert, Frisch & Frost, will be presenting this year's product highlights of its brands Bauernland and Toni Kaiser to international experts. The main focus of this year's appearance is the widened range of organic potato products and the new, sweet strudels made in keeping with the finest Viennese dessert tradition.**

**Frisch & Frost will also be presenting it's delights at Hogatec 2008, which will be taking place in Düsseldorf at the same time. The company will thus show yet again its diversity in the supermarket and food service channel. Sybille Schönberger, Germany's youngest star chef, will be showing how versatile the delights from Frisch & Frost can be prepared. At the Interlive Party she will be spoiling the Intercool guests with the organic products from Bauernland and Toni Kaiser. At Hogatec she will also be showing the little ones how good healthy cooking can taste.**

#### **The new Organic products from Bauernland**

The demand for organic products is growing continually. Frisch & Frost recognised this early on and launched an extensive organic range under its brands Bauernland and Toni Kaiser. High quality raw materials from strictly controlled Austrian organic contract farmers are the basis of the organic range, and are naturally certified according to EU guidelines.

Now the organic range is being expanded even further: „Our organic range in the supermarket and food service channel has been very successful. Due to the huge interest we have now widened our range in the potato product family. So we are now able to offer our customers a whole organic range of potato products“, comments Hans Böttcher, Frisch & Frost-Export Manager for Germany and Switzerland.

Among the new organic potato specialities are the 10mm cut French Fry, Organic Potato Wedges in the skin, Organic Rösti and Organic Cone Croquettes. All the organic products are pre-fried in high-quality organic vegetable oil and are ovenable.

#### **Bauernland Organic 10mm cut French Fries**



**FRISCH & FROST**  
DAS BESTE AUS ÖSTERREICH



The new organic fries in the 10mm cut are made from selected Austrian potatoes. They guarantee a crispy golden taste experience.

### **Bauernland Organic Potato Wedges with skin**

A rustic treat: The new potato wedges in the popular wedge form will win you over as a side order or even as a snack in-between. Like all Frisch & Frost organic specialities they are made out of 100% organic, high quality ingredients.

### **Bauernland Organic Rösti**

Bauernland organic potato rösti (40g each) will tempt you with their golden brown colour and typical roughly grated structure. Delicately seasoned, they are an excellent accompaniment to meat dishes, but are naturally delicious too as a complement to a vegetarian dish or as a snack with salad and dressing.

### **Bauernland Organic Cone Croquettes**

The organic cone croquettes with a crispy coating and fluffy potato inside are a real treat and an ideal accompaniment to meals with sauces, like venison or meat dishes.

However, Intercool 2008 would not be complete without the existing organic products from Frisch & Frost: Bauernland Organic Vegetable Strudel as well as the tried and trusted organic dessert classics from Toni Kaiser; the Organic Apple Strudel, the Organic Sweet Cream Cheese Strudel, the Organic Sweet Cream Cheese Dumpling and the Organic Sweet Cream Cheese Cones - all will be accompanying Frisch & Frost on it's stand.

### **Toni Kaiser: New Strudel creations from the finest Viennese dessert specialist**

Toni Kaiser is taking Austrian dessert lovers back in time to the days of Grandma's cooking, the days when trusted recipes appeared magically at the table as tempting delights.

The careful selection of natural ingredients and only the best taste is bringing the traditional Viennese dessert cuisine back to life.

### **Toni Kaiser Apple & Cranberry Strudel**

Cranberries have become a really trendy food. Toni Kaiser has naturally reacted to that with an extra-special strudel creation, the Apple and Cranberry Strudel. The refreshing cranberries add a special edge to the traditional Apple Strudel. The Cranberry & Apple Strudel is pre-baked and comes already cut in portions in a 750g pack (5 x 150g).

### **Toni Kaiser Sweet Cream Cheese & Cranberry Strudel**

For all those cranberry fans Toni Kaiser has come up with an interesting twist on the classic sweet cream cheese strudel. This classic strudel has been combined with the fruity and tart taste of cranberries, which creates a unique strudel experience. The Strudel is pre-baked and comes already cut in portions in a 750g pack (5 x 150g).

### **Toni Kaiser Sweet Cream Cheese and Vanilla Strudel**

The new Sweet Cream Cheese and Vanilla Strudel will tempt you with its creamy sweet cheesy filling and delicate vanilla crème, covered by the finest filo pastry. Like all the Toni Kaiser strudels it is particularly quick and easy to prepare. Toni Kaiser's Sweet Cream Cheese and Vanilla Strudel is pre-baked and comes already cut in portions in a 750g pack (5 x 150g).

**Sybille Schönberger at the InterLive Party**



**FRISCH & FROST**



DAS BESTE AUS ÖSTERREICH

Frisch & Frost is also at the InterLive Party on 29<sup>th</sup> September from 19.00. At the social highlight of Intercool 2008, Sybille Schönberger, the newest show chef in Germany, will spoil the top-class guests with Frisch & Frost organic specialities.

### **Frisch & Frost at Hogatec 2008**

Parallel to Intercool, at Hogatec an important branch get-together in the food service sector will be taking place. Frisch & Frost is naturally there too and can be found on Stand D04 in Hall Nr. 10. The frozen food specialist will also be presenting here a particular highlight: Sybille Schönberger will devote herself entirely to the little chefs. She will show the children of the Beck-Busch school how to make delicious strudels with Frisch & Frost filo pastry filled with delicious and colourful ingredients and show the wonders of healthy eating and cooking – she can be seen on 29. September from 14.00 Uhr.

Frisch and Frost is Austria's frozen food / convenience specialist for potato products, desserts and finger foods. In 2007 the Austrian company achieved over €59m turnover with 260 employees at 2 locations in Austria. Under the brands "Bauernland" and "Toni Kaiser" Frisch & Frost produces potato and dessert specialities according to traditional Austrian recipes. The company is a supplier for Food Service, C&C wholesalers, main Austrian retailers as well as McDonalds. The export customers include many in Germany, Eastern Europe and UK.

---

For Press enquiries:

Frisch & Frost Pressestelle:  
Mag. Maria Wedenig  
ikp - Kommunikationsplanung und Öffentlichkeitsarbeit GmbH  
Liechtensteinstraße 12/10, 1090 Wien, Austria  
Tel: +43-1-524 77 90-16, Fax ++43-1-524 77 90-5  
E-Mail: [maria.wedenig@ikp.at](mailto:maria.wedenig@ikp.at)

In Deutschland:  
Exportleiter Frisch & Frost Deutschland und Schweiz  
Hans Böttcher  
Tel: +49-(0)211-200 78 51  
E-Mail: [h.boettcher@frisch-frost.at](mailto:h.boettcher@frisch-frost.at)