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Gulfood Dubai 2023



PRIS

Dubai World Trade Center

INGLY

20 - 24 February 2023

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The Austrian Exhibitors

Beverages	Za`abeel Hall 2, Z2-D82
Dairy, Fats & Oil	Hall 1, E1-45
World Food	Sheikh Saeed Hall 2, S2-E50



INFORMATION

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PREFACE



Expectations for 2023 are quite strong in the UAE across all sectors. Various positive factors such as political stability, high oil prices and the diversification of the industry with a focus on food security are coming together and stimulate the economy. Gulfood is a testament of this impressive growth. Companies from across the globe have come back to Dubai to showcase their products and services in one of the biggest exhibitions in the food and beverage industry globally.

Austria's food and soft drinks sector has many companies whose history extends back into the nineteenth century. With an awareness of tradition and successful innovations, they are contributing to Austria's good image as a supplier of products of the highest quality. Be it dairy products, bread or sausages, Austrian food products are exported to 180 countries around the globe. Austria also has great international success in energy drinks, jams, cheese and iced tea. Viennese coffeehouse culture has produced a large number of tasty pastries, which are popular all over the world.

We wish our participants the very best and invite our visitors to learn how Austria can be your partner for growth in this region.

Johannes Brunner
Austrian Commercial Counselor
ADVANTAGE AUSTRIA

COMPANY | STAND

Beverages - Zabeel Hall 2, Z2-D82

Cuula GmbH
esarom holding GmbH
MIIND GmbH
N.A.B. TWISST AG
Peeroton GmbH
RAUCH Fruchtsäfte GmbH & Co OG
Starzinger GmbH & Co KG

Dairy, Fats & Oils - Hall 1, Stand E1-45

Berglandmilch eGen
Rupp Austria GmbH
TSC Food Products GmbH
Gebrüder Woerle GmbH

World Food (International Pavilions) - Sheikh Saeed Hall 2, S2-E50

ALPINE BRANDS GmbH & Co KG
Austrian Food Broker GmbH
Curtice Brothers GmbH
Eat the Ball Produktion GmbH
Walter Heindl GmbH
IMS Höllinger GmbH
NÖM AG
KISSA TEA GmbH
Landgarten GmbH & Co KG
MALKO Käsemanufaktur
PEZ AG
Rox Company GmbH
SalzburgMilch GmbH
Selectum GmbH
sway Sports & Health GmbH

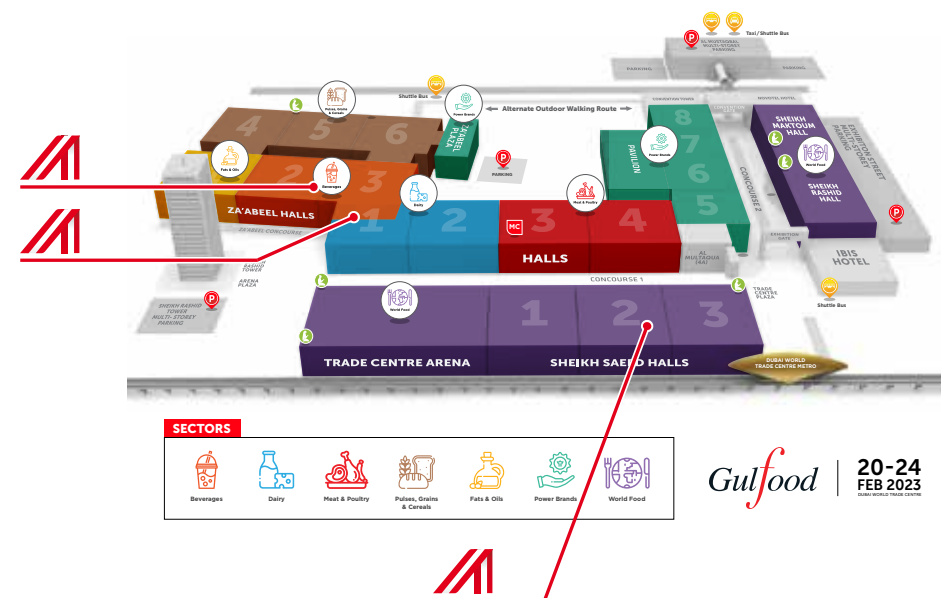


Z2-D78
Z2-C75
Z2-D80
Z2-D70
Z2-D76
Z2-E80
Z2-C69

E1-49
D1-48
D1-42
E1-53

S2-F55
S2-F53
S2-E56
S2-E46
S2-F37
S2-F41
S2-E58
S2-F45
S2-E54
S2-E42
S2-E34
S2-F33
S2-F47
S2-E38
S2-F51

HALLS



Austrian individual exhibitors

ETADORO GmbH
Nexus
Backaldrin International

www.etadoro.at
www.nexusint.com
www.backaldrin.com

S2-H47
Z4-D48, S-G17
B8-39

CUULA® IS THE SMALLEST AND FASTEST CAN COOLER
AND DISPENSER IN THE WORLD

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-D78



Cuula GmbH
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The Cuula® is the smallest and fastest can cooler and dispenser in the world. 7 beverage cans of 250 ml each can be cooled to 3-7°C within 35 minutes.

Individual and brand ambassador: The Cuula® can either be branded with printed foils on the top, or the body can be completely covered with a company logo. This makes it the perfect promotional tool.

With its slim dimensions of only 16.4 x 34 x 46 cm (WxHxD), and weighing only 3.8 kg, it is ideal for small storage spaces, counters, checkout areas, bars, hotel rooms etc.

At SIAL Paris 2022, one of the world's largest trade fairs for the food industry, CUULA won the SIAL Innovation SELECTION Award 2022.

FLAVOURINGS FOR THE FOOD AND LUXURY FOODSTUFFS INDUSTRY

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-C75



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esarom is one of the leading suppliers of taste-giving ingredients for the food industry, for producers of foodstuffs, luxury food products and beverages worldwide. The product range includes flavourings, compounds, emulsions, extracts, distillates for beverages, ice cream, confectionery, pastries and stabilisers for ice cream.

esarom makes it possible for the food and beverage industries to supply taste experiences and standardised products of consistent quality.

Production meets EU standards and EU food law, the company is ISO 22000, ISO 9001:2015 and ISO 14001:2015 certified.

MIIND REFRESHING DRINK

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-D80



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MIIND is a beverage producer from Austria. The company produces under its own brand and also offers private labelling of its own products. MIIND products are characterized by their high quality and purity, they are produced exclusively in Austria and bottled with clear Austrian spring water.

The products are low in calories, vegan and without artificial additives. In Austria, MIIND products are represented in all major retail chains.

One of the greatest strengths is the brand itself. The blue MIIND diamond radiates sophistication and quality. The product range currently includes a soft drink in 3 different flavors and a vitamin water.

TWISST MOCKTAILS - READY-TO-DRINK & ALCOHOL FREE

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-D70



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The TWISST range consists of 6 varieties: Mojito, Piña Colada, Irish Cream, Virgin Mary, G&T and our new edition Jamaican Style Mojito. These ready-to-drink, refreshing drinks - made in Austria - taste like 'real' cocktails.

The TWISST non-alcoholic mocktails made a spectacular debut at Gulfood and won the Gulfood Award for 'Best New Non-Alcoholic Beverage'.

FELLINGER ROYAL is a completely new type of beverage of the luxury class, created for discerning connoisseurs and hedonists who live their individual "Way of Life" in the here and now.

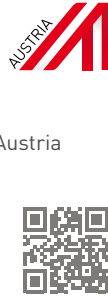
- PURE: Sustainably transmits the intense energy of selected, sun-drenched grapes paired with sparkling vitality.
- MOSCHATO: Oriental fruit extracts mingle with grapes in a tangy mood, crowned by royal essences.

PEEROTON AWAKENS THE CHAMPION IN YOU!

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-D76



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When Wolfgang Peer founded the company Peeroton in Austria in 1994, he had a clear goal in mind: to support all those who set themselves personal performance goals.

The Peeroton Sport Drinks, as well as Peeroton Sports Food, were developed together with athletes and experts for health-conscious people and competitive athletes who want to achieve more. The range covers the segments "strengthening the immune system and defenses", "weight management", "performance enhancement" and "regeneration".

FRUIT, FAMILY & NAUTRE. SINCE 1919

BEVERAGES / ZA`ABEEL HALL 5 / STAND Z2-E80



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Ever since its foundation in 1919, RAUCH has remained an Austrian family business for four generations now. The motivated staff members, constantly striving for high quality, form the basis for the success, making RAUCH not only a family friendly company but also one of the leading fruit juice producers in Europe.

The company's asset – a brand for every taste:

- Rauch Yellow
- Happy Day
- Cafemio
- Yippy
- Rauch HoReCa
- Bravo
- Rauch Eistee
- Rauch MyTea
- Carpe Diem

RAUCH. An Austrian start-up since 1919.



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Regardless, whether you are marketing an energy drink, functional or mixed drink of any kind – in PET, cans or glass – your possibilities are virtually unlimited. Starzinger will work to find the best solution to transform your idea into a successful product. International know-how and years of co-packing experience are enabling the company to be the ideal partner for individual products. Customer support comes directly from the upper management level.

State-of-the-art filling technology and the expert knowledge in all areas such as material, packaging or transport are what makes Starzinger one of the most competent and successful bottlers in the industry. Total reliability, an excellent price/performance ratio and maximum flexibility ensure individual attention to customers' requirements.



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Berglandmilch eGen is the largest dairy in Austria and exports to 50 countries around the world. With a total of 1,500 employees, 1.3 billion kilograms of milk are processed every year in nine plants in Austria.

The product range covers the entire range of dairy products, from milk, yoghurt, curd cheese, milk drinks and butter to many different cheese specialities.

Berglandmilch is well known as the manufacturer of the entire range of dairy products under the brand names Schärdinger, Tirol Milch, Lattella, Alpi and Alpiland.

Sustainability has a very high priority at Berglandmilch, which is why many different measures have been implemented along the entire value chain.



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Everyone has a passion - and RUPP team members passion is for cheese.

Rupp's passion for cheese started in 1908, and has been passed from generation to generation. Today, Rupp is one of the world's leading processed cheese manufacturers, and a supplier to some of the largest dairy companies in the world.

PRODUCT RANGE

- processed cheese: IWS, portions, blocks, sausages, portions, spreadable in cups, and various snacks
- Natural cheese: blocks, portions, slices and grated
- Fresh cheese: Larger formats for the food industry
- Grated cheese: shakers, bags
- Vegan slices/portions/broad spreads/grated



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TSC, The Chilled Snack Company, operates as a growth-oriented company worldwide. TSC is a specialist in chilled Milk Snacks and their product development, production as well as marketing. TSC is Category Captain in the Chilled Milk Snack segment.

Heart of our portfolio are chilled Milk Snacks for private label business as well as industry brands. With our innovative products, TSC is also licensee of top brands like Milka, Oreo, Baileys or Universal – we develop, market and distribute our products independently. Furthermore, TSC cooperates with the FMCG and Dairy industries as well as the world's leading retail and distribution companies.



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WOERLE has been manufacturing exquisite cheese varieties from old family recipes for more than 100 years. The Woerle unpasteurized milk Emmental cheese, which achieved market leadership in Austria, is today still in the forefront of the cheese specialities. The wide range of processed cheese is exported under the well-known "Happy Cow" brand to around 70 countries worldwide.

Woerle product range:

- Natural Emmental cheese available as entire blocks and in small packs
- Processed cheese in portions, slices, tins, blocks, smoked links etc.
- Cream cheese in various types of packaging
- Various types of semi-hard cheese

Alpine Brands

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At Alpine Brands, we are committed to the marketing and distribution of Austrian food and drink brands. Each day we go the extra mile to give you the best quality and authentic brand experiences.

The company's brands have deeply rooted traditions in Austria:

Gasteiner has a history of 90 years as an Austrian brand, and AUER a whole century. Having grown up with these brands, for many people in Austria and abroad it is not only Mozart, Hallstatt and Salzburg that evoke Austria, but also our brands. The sense of this responsibility drives Alpine Brands daily to develop the brands with care and respect for that tradition.

MR. BROWNIE ARE SOME OF THE BEST BROWNIES IN THE WORLD

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-F53

AUSTRIAN
FOOD BROKER
EST. 2021

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Austrian Food Broker GmbH was founded in 2021. An alliance of friends who all have many years of experience in the branded goods industry. We specialize in hidden champions and want brands with potential. Packaging, quality and price are the success factors.

As we are very well networked with all trade organizations, we are often commissioned to bring certain products to market. We know the markets and the respective needs of the consumers.

With Mr. Brownie, we have one of the most successful new launches in our range.

CURTICE BROTHERS EXTRAORDINARY ORGANIC KETCHUP

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-E56



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Curtice Brothers Co. was founded in New York in 1868 by two brothers who soon started to produce ketchup from their small grocery store. In 2014, Mario Bauer and Christoph Callies decided to create their own ketchup.

Initial research led them to discover the 153-year-old brand under which they came to found today's company. Together with their team, they are continuing in the tradition of the Curtice Brothers by using only the best and freshest ingredients to produce their condiments.



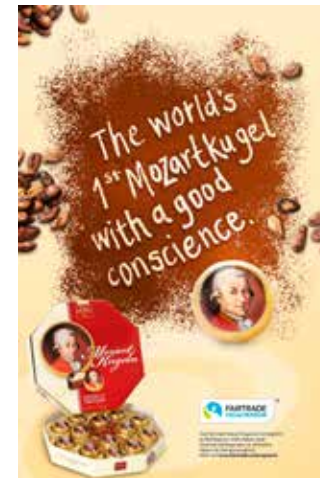
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The bread is produced by using the innovative manufacturing process pro.ferment.iced®, gently made and frozen with care. The ferments of the natural ingredients are actively hydrogenated and enriched with care in 3-D molds at low temperatures using a globally patented production process. This ensures that valuable nutrients, vitamins and minerals are retained and preserved in the bread after a multi-staged cooling and freezing process.



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Confiserie Heindl, a traditional, family-run Viennese confectionery company, has been producing the most exquisite confectionery since 1953 using recipes handed down through the generations combined with state-of-the-art technology. The wafer specialist Pischinger – the oldest Austrian confectionery brand still on the market – joined the Heindl Group in 2006.

Confiserie Heindl became the first Austrian partner to the Fairtrade cocoa programme in 2014: this comes from Fairtrade growers and all other high-quality ingredients such as sugar, liqueurs, preserves and wheat/soy flour are “regional”.

The most popular Heindl products include the Sissi Taler, Sissi Veilchen and the world-famous Mozart Kugel, while the latest Pischinger creations are the Minis, available in 6 varieties.



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Höllinger has been synonymous with great taste and natural quality since 1998, is the market leader in the Austrian direct juice segment and exports to more than 40 countries worldwide.

Conventional range:

- Austrian directly pressed apple juice, naturally cloudy
- Austrian vitamin apple, naturally cloudy (60 % directly pressed juice + 40 % still water)
- Austrian apple sprizz (with directly pressed apple juice and sparkling water)

Organic range:

- Organic shots 330 ml glass
- Organic directly pressed juices and fruit juices 1 l Tetra
- Organic school juices 200 ml Tetra
- Organic sprizz & refreshments 500 ml rePet
- Organic cola 500 ml rePet and 250 ml can
- Organic syrups 500 ml glass / 1000 ml Tetra
- Organic cocktail syrups 500 ml glass
- Organic energy drink 250 ml can
- Organic ice teas 500 ml rePet

Less sugar but the same full flavour: the recipes for the organic sprizz & refreshment range have reduced sugar content by an average of 2 g per bottle!



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For more than 120 years, the products of the NÖM dairy in Lower Austria have stood for the best quality and taste.

With its understanding of consumers, sensitivity to food trends, continuous investment in new technologies and commitment to very high quality standards, the Lower Austrian dairy has developed over recent decades into a successful European company, which regularly introduces product innovations to the national and international markets.

Thus in 2009, NÖM was the first European dairy to produce exclusively GMO-free products and in 2016 it was the first dairy in Austria to produce climate-neutral products. As a developer of strong brands and a market leader with profound nutritional competence, NÖM remains extremely successful to the present day.

KISSA IS TEA REINVENTED

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-F45



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Kissa was founded in 2015 in Vienna, is owned by AIYA EUROPE and develops matcha concepts.

“KISSA” means “drinking tea” in Japanese.
KISSA is tea reinvented. KISSA is lifestyle and feeling good. 100% natural and full of love. KISSA is vegan and organic. KISSA is like the Matcha whisk to a perfect Matcha tea. KISSA brings together elegance and sustainability, serene tea tradition and frenetic metropolis. In short: tea reinvented with centuries-old know-how.

ORGANIC SNACKS SINCE 1989

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-E54



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Since its establishment in 1989 Landgarten has over the course of 30 years established itself as the specialist in the organic snack segment. From nutritious and innovative soya snacks to tempting chocolate-coated fruit nibbles, the product range offers something delicious for everyone.

Skill, a great deal of hard work and the most stringent production standards combine to create organic snacks with added value: 100% GMO free, 100% organic, 100% gluten free!

Landgarten also offers a wide selection of vegan and Fairtrade products.

The organic firm with a long tradition currently exports its products from Austria to more than 30 countries around the world. As a flexible and reliable partner Landgarten makes products that place the emphasis on people, nature and the highest quality standards.

CHEESE, ORGANIC, HALAL, WORLD BEST

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-E42



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Cheesery in the heart of the Hohetauern National Park in the Austrian Alps.

MALKO cheesery produces a lactose-free ORGANIC haymilk hard cheese. In the 2021 World Cheese Awards, three MALKO cheeses were chosen among the best 88 cheeses in the world and received Super Gold medals.

SANA+ FOOD SUPPLEMENTS

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-E34



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The PEZ Group is a global company. In addition to Europe and the USA, Japan and Australia are among the most important markets. In total, PEZ products are available in more than 80 countries. Approx. 70 million dispensers and 5 billion candies are produced annually. PEZ employs 700 people worldwide.

The food supplement division of the PEZ Group is a leading contract manufacturer in Central and Eastern Europe. The company supplies its partners with a wide range of products and fast and flexible research and development services.



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ROX Company is an Austrian firm based in Innsbruck (Tyrol). ROX Energy Drink has been well established on the Austrian market since 1995 and since then is represented in many countries worldwide, particularly in Africa and Europe.

ROX is a high quality Energy Drink which quickly supplies the body and mind with fresh energy. Taurine and glucuronolactone are combined with activating caffeine, selected vitamins and energy provided through carbohydrates.

ROX Classic is distributed worldwide in the following product sizes: 250ml cans, 440ml cans and 1500ml PET bottles. The product range contains one more product: ROX Light in a 250ml can.

ROX. Moving Mountains.



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As the third largest dairy in Austria, SalzburgMilch is one of the country's leading food manufacturers. Every year, more than 290 million kg of milk (therefrom 168 million kg of special milk such as organic or hay milk) are processed into delicious dairy and cheese products.

SalzburgMilch has been able to distinguish itself as a competent partner in recent years and, in addition to its extensive range of brand products, also supplies many well-known retail chains with private label products. Whether milk, cream cheese, curd or cheese – all products are made from premium milk that meets the high standards of the unique animal health program, comes exclusively from regional family farms, is natural and 100% GMO-free.

PADDIES - NEW, INNOVATIVE AND HEALTHY SNACK PILLOWS

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-E38

selectum
Creating better snacks.

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Selectum GmbH creates and produces delicious and healthy snacks in the form of small crispy pillows twisted by 90 degrees with the dip already inside.

The new category of snack pillows with filling has already been successfully marketed in several countries under the brand name Paddies and at the same time it offers a wide variety both in the crunchy shell and the filling and is therefore perfectly suited as a private label snack. The production is sustainable, as it is CO₂ emission-free. This is made possible by an innovative induction baking process.

SWAY VITAMIN GUMMIES: THE NEW WAY OF NUTRITIONAL SUPPLEMENTATION

WORLD FOOD / SHEIKH SAEED HALL 2 / STAND S2-F51



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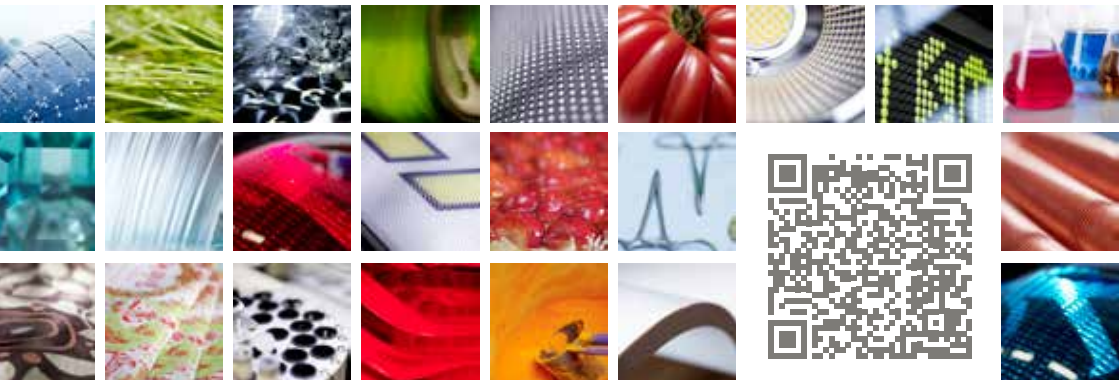


sway is a fast-growing Austrian start-up company specialising in nutritional supplements of a different kind.

After intensive development work, the company successfully launched its products on the Austrian market at the beginning of 2021 in the midst of the Corona pandemic. Just one year later, sway is represented in over 1,000 retail locations throughout Austria. Sway products are available in domestic specialist stores as well as online.

With a wide-ranging collection of beneficial supplements, sway offers its customers innovative solutions for every conceivable area.

Further information on Austrian companies, you may find in our magazine FRESH VIEW.



Current issues are available for download at www.advantageaustria.org/ae

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 Federal Ministry
Republic of Austria
Labour and Economy

