

# SPECIAL REPORT

## Innovations in

## KRAUT

- Industry News
- Market Trends

### Intros Leverage Artisanal Placement, Flavors

Kraut suppliers are catering to consumer interest in higher-end, gourmet foods, and their product variety broadens the number of occasions where kraut can be used. Traditional manufacturing processes are sustaining authenticity.

The launch of GLK Foods' Saverne line of artisanal and raw krauts emulates the European approach, where the product is sold as a flavored, ready-to-eat side dish or condiment. The line includes Bavarian, Dill & Garlic, Sriracha, Craft Beer, and Curtido varieties.

"These on-trend flavor profiles are appealing to the next generation of consumers, who are more interested in a unique eating experience and view dining as an adventure," says Ryan Downs, president. "The products can be sold in glass in a shelf-stable format or in a raw format in a standup pouch."

The unpasteurized raw kraut is fully probiotic, as it has no preservatives to stop fermentation.

"Because of its probiotic nature, we have added a vent to the pouches to allow the gases produced in the continuing fermentation to escape and not rupture the pouch," Downs says. "Our raw

Saverne line is all natural, but we also produce organic product in both refrigerated and shelf-stable formats. All kraut produced by GLK Foods is non-GMO."

The popularity of Bubbies Fine Foods' naturally fermented products led to the launch of two new products this year, including a kraut.

"Under the 'Taste the Chutzpah' sub-banner, we introduced spicy kraut and spicy dills," says John Gray, chmn./ceo. "As with all of our products, our kraut is naturally fermented."

Since introducing its original sauerkraut, the product has grown to be Bubbies' best seller, "almost completely by word of mouth," Gray says.

"Our kraut is a traditional recipe, including simply cabbage, water, and salt, that has been around for thousands of years," Gray adds. "Many customers attribute health benefits to naturally-fermented products."

Ages-long manufacturing practices provide some suppliers with an opportunity to tout authenticity.

Frank's says its kraut has been traditionally made by hand in the same oak vats since the turn of the 20th century. Available varieties include

Classic, Bavarian, and Polish.

Seneca promotes its 100 years of barrel-curing sauerkraut that is "consistently firm and crisp, with a traditional tangy flavor."

Steinfeld's fresh-packed sauerkraut comes in varieties such as Wine Kraut and Sweet & Sour Red Cabbage, which the company says ensure that home chefs can complement any side dish or recipe.

S&W sauerkraut comes from the best of the crop, the company says, to ensure that shoppers receive "unsurpassed, premium quality."

Varieties available from Farmhouse Culture include Classic Caraway, Garlic Dill Pickle, Horesradish Leek, and Smoked Jalapeño. The company says that it uses exclusively wholesome, organic ingredients.

### Kraut On-Trend for Health, Simple Ingredients

As consumers become more interested in nutritional eating and seek out foods with a short, simple-to-understand ingredient list, kraut is an increasingly attractive choice.

Due to the strength of the naturally-fermented category, Katalina Holding Co., parent of Bubbies Fine Foods, is forming a Fermentation Association to help educate retailers.

"The fermentation trend is strong nationwide," Gray says. "At Bubbies, we are working on other flavors to round out our kraut assortment. With our strong natural foods brand, we are expecting to grow rapidly. Natural fermentation is both the past and future of food."

GLK Foods believes the trend toward refrigerated kraut sold on the store perimeter will continue.

"We expect to see growth in the category in general, as our product is increasingly available in the foodservice arena," Downs says. "Consumers typically try new things when they are dining out, then want to replicate that experience at home. Kraut is among the healthiest foods available, and its simple, clean ingredient panel is appealing to consumers looking to reduce their intake of processed foods."

# HEALTHY LIVING

## MEETS LIVING LARGE



### Kraut never tasted so good!

- Supports digestive health
- Gluten-free, cholesterol-free, fat-free
- Good source of vitamin C
- Clean ingredient panel
- Naturally probiotic
- Non-GMO
- Kosher



Family owned for four generations, GLK Foods has been offering superior quality and innovative food products for over a century. Long-standing partnerships with family farmers coupled with state-of-the-art facilities have enabled GLK Foods to continually commercialize category-leading products and solutions.

GLK is large enough to meet any of your challenges, yet small enough to work with you as a truly collaborative partner. Visit us today at [glkfoods.com](http://glkfoods.com) or [saverneproducts.com](http://saverneproducts.com)



### Mfrs. Versatile in Supply; Celeb. Trainers Tout Benefits on TV

A myriad of product and packaging options gives retailers variety in optimizing their kraut selection. Celebrity endorsements are spreading the word about the benefits of including fermented foods in diets.

A breadth of capability in kraut production makes GLK Foods a resourceful partner for retailers.

"We can produce the most basic varieties for use as an ingredient, all the way up to high-end flavored organic product," says Ryan Downs, president. "Our packaging options include cans, pillow pouches, barrels, pails, standup pouches, totes, and glass jars. Even with all of those advanced capabilities, however, our cabbage is still grown by the same family farmers it has been for generations, and all comes from within a 50-mile radius of either of our plants."

While Bubbies Fine Foods originally relied on a few trade ads and a website, consumers passionate about a product they perceived as natural and more healthful sought out its products, including kraut. Some of those devotees turned out to be celebrities who now help spread the message.

"At least one well-known personal trainer, Tim Hartwig, has his Olympians, professional athletes, and various Hollywood stars, including Dancing with the Stars cast members, all eating Bubbies naturally-fermented sauerkraut," says John Gray, chmn./ceo. "It makes up an important part of his nutritional regimen."