

# Trade Mission of Estonian Companies from the Food Sector to Germany

Trade mission and B2B-Meetings, 10. – 13.10.2021



## Profiles of Estonian Companies:

Artisan  
**HONEY**  
AUS ✖ ESTLAND

LA MUU

*Heimon*  
K A L A

**meki**

**NÓO**

*M.O. Wool*



**KULINAARIA**  
Kõige kodusemad maitset

KODAS

*Rõngu*  
*Pagar*  
ANNO 1996

**ÖSEL**  
**BIRCH**

## Artisan Honey



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### What kind of products do we offer?

- Creamy and versatile honey enjoyment from Estonia
- Fruit honey / honey mixed with freeze-dried fruits and berries.
- High biodiversity of the Estonian nature is what makes honey so special
- Clean air, the small population of Estonia and a strong focus on sustainable agriculture offer the best conditions for the honey colonies
- Honey from the best beekeeping areas in the world
- Unique Nordic climate combined with pollen and nectar rich flora
- Surprisingly sweet and tasty

### What makes our products unique?

- High proportion of freeze-dried fruits in the honey is
- Our honey is suitable as gifts, as a sweet breakfast spread or personal enjoyment
- Most popular products: unique honey mixes with different hand-picked and then freeze-dried wild berry powders - 100% natural and Nordic
- Our honey has a face and it comes directly from our beekeepers – unlike most anonymous honey

### Who do we want to cooperate with in Germany?

- Retail trade
- Hotels
- Gift Shops / Bookstores / Housing
- Chains
- Retailer gift shop
- Living and furnishing - Scandinavian Lifestyle
- Delis



## La Muu



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### What kind of products do we offer?

- Organic ice cream
- Vegan organic ice cream
- Types of ice creams: 0,5L tubs, cones and sandwiches

### What makes our products unique?

- Premium quality taste experience
- Organic ingredients
- Many vegan options
- EU organic certificate
- We do not use food color, aroma or taste boosters nor any other artificial additives



### Who do we want to cooperate with in Germany?

- Distributor, who has a logistics solution for freezer, has knowledge about organic foods
- Retailer who has it's own central warehousing and is able to import the goods directly



WAFFER CONES

## M.V.Wool



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### What kind of products do we offer?

- Cold Smoked Salmon and Trout slices and portions in different sizes
- Hot Smoked Salmon and Trout slices and portions in different sizes
- Salted Salmon and Trout slices and portions in different sizes
- Gravad Salmon and Trout slices in different sizes
- Salmon fillets and portions in different sizes

### What makes our products unique?

- company that has been processing salmon and trout products for more than 30 years
- focus is on a high quality and healthy food
- for smoked products we use only Beech wood for smoking to keep the benzopyrene levels low
- all of our smoked and salted products are salted with dry salting method
- dry salting and Beech wood makes a perfect combination to make the highest quality products
- Salmon only from Norway
- Trout from Norway or Finland.
- factory is built in 2010 and it has an IFS certificate
- factory is packed with up to date machinery (lines, smokehouses, etc.)
- new machinery for processing bigger quantities with better quality

### Who do we want to cooperate with in Germany?

- distributors who have a good salmon and trout network in retail
- HoReCa
- retailers with salmon
- trout private labels to cooperate with



## ÖselBirch



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**ÖSEL**  
**BIRCH**

### What kind of products do we offer?

- Birchsap /Birchwater
- Healty Drinks based on birch water
- Food Supplimets based on Birch Water
- Tonic water based on birch water will be lauchned by the end of the year

### What makes our products unique?

- family company inspired by our beloved Grandma from Saaremaa (aka. Ösel)
- Birch water is tapped from birch trees once a year, in the early spring
- traditionally been the best revitalising drink from the nature
- nourishes the body with natural trace minerals and vitamins.
- Fermented Birch Sap line based on the fermented birch water "SOUR" that we know from our grandma since we were kids
- contains living cultures that stimulate your digestive system
- Our Fresh Birch Sap line is based on the fresh birch water tapped from the birch tree in the spring
- Natural sweetness, trace minerals and vitamins it is considered a youth elixir in the Nordic countries
- Börch spray food supplements delivering essential nutrients directly into the blood stream

### Who do we want to cooperate with in Germany?

- Bio Comapny
- EBL natural food
- Health food store
- Famila Group
- DM
- Budnikowsky
- Müller
- North Sea
- Petrol stations (health interested)



## Rõngu Pagar



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### What kind of products do we offer?

- different frozen products: mini pizzas, mini curd pastries and mini apple pastries
- different biscuits: shortbread biscuits are available with three different jams: cranberry, blackberry and raspberry
- frozen options for cinnamon biscuits and cheese biscuits
- all the mini products and biscuits can be baked at home
- we offer all of these products in bulk, making them suitable for the Horeca sector
- different bread dough

### What makes our products unique?

- mini-products made with a thin layer of yeast-risen dough and a generous amount of filling
- making for mess-free bites than can be eaten without producing an inordinate amount of crumbs
- *not* like all the other products in the market made from yeast-based puff pastry, making them extremely flaky after cooking
- No one else does produce the bread dough in Estonia.

### Who do we want to cooperate with in Germany?

- Retail trade
- Horeca sector



## Meki



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### What kind of products do we offer?

- The main work our enterprise conducts is the freeze drying of different foodstuffs: fruits, berries, sprouts, herbs, meat, fish and whole meals prepared in the kitchens at our factory.
- Our core belief is that food must be delicious, healthy, lack artificial preservatives and in addition to nutrition provide a positive emotion – for this reason we developed a series of freeze dried preprepared meals that we named Meki. It consists of four categories: meals with meat or fish, plant-based meals, soups and breakfasts.
- Trusted partners already in Finland, Lithuania, Latvia, Norway and Sweden
- Yearly sales of ready made products of around 20 t

### What makes our products unique?

- You only need water to prepare it
- We prepare the meals ourselves, in our kitchen, and know what goes in a good meal
- The taste is as if it was prepared at home
- We also prepare custom products according to our clients' recipes
- Only company in Estonia that uses freeze drying technology

### Who do we want to cooperate with in Germany?

- Wholesale stores
- Specialty stores or e-shops that sell hiking, fishing and hunting equipment
- Chain stores
- Companies that market products through public procurement (military, rescue services)



## Heimon KALA



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**Heimon**  
K A L A

### What kind of products do we offer?

- Lightly salted rainbow trout fillet slices 90g, 500g, 150g,200g
- Lightly salted rainbow trout fillet portion 170g, ca 250g
- Cold smoked rainbow trout fillet slices 90g, 150g,200g ,500g
- Cold smoked rainbow trout fillet portion 170g, ca300g
- Hot smoked rainbow trout fillet portion with pepper 170g
- Hot smoked rainbow trout fillet portion with pepper 700g
- Flame-smoked salmon trout fillet portion 170g
- Flame-smoked salmon trout fillet portion 700g
- Flame-smoked salmon trout fillet portion 90g

### What makes our products unique?

- We produce our own farmed fish in our own facilities and sell it ourselves – we can thus guarantee quality and fast delivery.
- About 60% of the rainbow trout we use is farmed in our fish farms in Sweden and Finland and starting autumn 2018 – also in Estonia

### Who do we want to cooperate with in Germany?

- We looking distributors of our products in Germany
- Manufacturing plants





## Kulinaaria



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**KULINAARIA**  
Kõige kodusemad maitset

### What kind of products do we offer?

- Ready made food (portion meal, casseroles, desserts, salads, soups, spreads)
- Bakery products (cookie dough, cookies, pastry products)

### What makes our products unique?

- Home made taste
- Mostly clean label
- Readiness to use
- Balanced portions
- High hygiene level and food standards

### Who do we want to cooperate with in Germany?

- Whole sale partners
- Retail partners
- Supermarket chains



## Nõo Lihatööstus



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### What kind of products do we offer?

- Meat products for HoReCa including salamis, hams, smoked sausages, pizza toppings etc. that are in slice, cube or other form depending on the needs of the client and usually packed in 1,5 – 2,1 kg trays.
- Smoked sausages and snacks with long shelf life.

### What makes our products unique?

- All of our products are made from real meat (no MDM or MSM), they have been dried for long periods and smoked with real alder smoke.
- The taste and quality of our products is confirmed by the fact that the best-selling meat products in Estonia are from our portfolio in many categories including best-selling hot-smoked sausage, pizza topping, meat snack with cheese etc.

### Who do we want to cooperate with in Germany?

- Wholesalers

### SNACKS



### PIZZA TOPPINGS



### HOT SMOKED SAUSAGES



## Siidrikoda



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# KODAS

### What kind of products do we offer?

- Craft ciders
- Craft sparkling fruit wines
- Non-alcoholic drinks – sparkling juices

### What makes our products unique

- **Made of pure (apple) juice** – No added water, sugar or artificial additives like flavors or colors.
- **Craft**
- **Award-winning** - Our ciders have won gold and silver medals in the International Cider Challenge in 2016 and 2017.
- **Zero waste** - We provide value in every step of the products life cycle: Apples are turned into juice and pulp > Pulp is turned into high nutritional value purees and juice is turned into healthy juice drinks and cider.
- **Science-based** - We have a long partnership with the Center of Food and Fermentation Technologies (TFTAK) lasting over a decade. This has led to our extensive knowledge of apple varieties, yeasts and production methods with which we've created some truly unique product.
- **Pure Nordic ingredients** - We use only the best Nordic apples to get the purest taste of cider.

### Who do we want to cooperate with in Germany

- Beverages importers and wholesalers who appreciate quality and pure ingredients

