

Katjes: vegetarian quality

At Katjes, quality is key. Since 1988, this commitment to quality is also rooted in natural ingredients. Since that time, Katjes has relied on fruit juices, purées and extracts or fruit pulp to colour its products naturally, rather than using artificial colourings. Since 2010, quality considerations have also been extended to the company's vegetarian policy. Throughout these major changes, Katjes has continued to optimise and control the quality of its products. Feedback from customers, consumers and NGOs is paramount.

Supply chain & production



All Katjes suppliers must accept a code of conduct regarding human rights, labour rights and environmental responsibility. The company regularly checks the extent to which suppliers are adhering both to quality standards and to the Katjes code of conduct. This applies not only to suppliers of raw materials and packaging, but across the entire supply chain. As well as the supply chain, Katjes also strictly monitors its own production and quality in the production stages on a constant basis.

Katjes' high quality standards throughout the entire supply chain and production are reflected in its certifications. Katjes' production is certified to IFS (International Featured Standard Food) and BRC (British Retail Consortium) standards and includes numerous quality assurance measures, from incoming goods inspection of raw materials and continuous monitoring in production, known as in-process monitoring, to the inspection of finished products.

What exactly does Katjes do in terms of quality assurance?

-  Quality controls, such as incoming goods inspection of raw materials
-  Quality assurance measures within the production process to ensure food safety and product quality
-  Implementation and development of integrated quality management systems
-  Communication with customers, consumers and NGOs
-  Objective assessment of Katjes quality assurance through external audits by trading partners as well as audits for IFS and BRC certification

Natural ingredients

-  In 1988, Katjes was the first company in the market to use fruit juices, purées and extracts or fruit pulp in all its products instead of artificial colourings.
-  Since 2007, all Katjes fruit gum products have been manufactured using exclusively natural flavourings.
-  Katjes carries out extensive testing to establish the authenticity and integrity of its raw materials, for example to check that they really come from natural sources.

Veggie strategy



Katjes started focussing on vegetarian products in 2010, and since 2016 Katjes' entire product range has been vegetarian. There are a number of reasons for this: firstly, this was a strategic decision based on the market potential of vegetarian foods, secondly, it is in line with Katjes' decades-long drive towards natural products, and thirdly, it is a testament to Katjes' environmental responsibility. The production of the vegetarian gelatine-free Bodo the Bear releases approximately 20 per cent less climate-damaging CO₂ than that of a comparable product containing gelatine.

Veggie facts

-  2010 onwards: focus on vegetarian fruit gums
-  2012: 34 per cent of the product range is vegetarian
-  2014: 74 per cent of the product range is vegetarian
-  2016: 100 per cent vegetarian products

V-Label

The Katjes product range is completely vegetarian. In order to make this immediately apparent to the consumer, the European Vegetarian Union's „vegetarian“ V-Label features on all Katjes product packaging. In Germany, licensing is monitored by the German Vegetarian Association ProVeg, which carries out regular inspections to ensure that the European Vegetarian Union's requirements are met.

Switch to veggie



For decades, Katjes has been continually developing new and improved recipes, optimising them for existing products and creating new ones. Each product has its own individual flavour and consistency. Katjes has always used a variety of gelling agents to achieve this, including plant-based ones. Nonetheless, the transition to gelatine-free production for all existing products was a challenge. After all, each of these well-known products needed to retain its familiar flavour and its special texture. Katjes rose to the challenge, and thanks to the clever use of various plant extracts, each Katjes product tastes exactly as it is supposed to - and is also totally veggie, with no animal gelatine.

