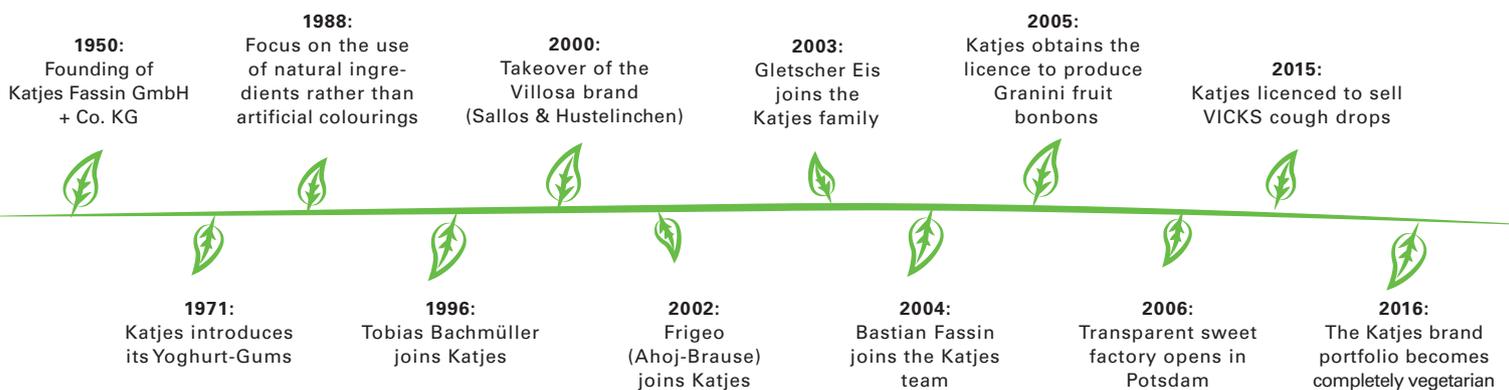
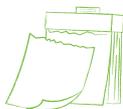


Katjes: about the company

A liquorice recipe from Sicily and the idea of selling this liquorice in the shape of a cat: these were the cornerstones of the Katjes brand and the Katjes Fassin company. Established in 1950, Katjes has always been a trendsetter. In 1971, the company's Yoghurt-Gums were the first fruit gums on the market to contain yoghurt. Since 1988, Katjes has focussed on using natural ingredients rather than artificial colourings, and since 2016, after extensive research, all products bearing the Katjes brand have been 100 per cent vegetarian. In addition to the main Katjes brand, Katjes Fassin also owns other popular brands, such as Ahoj-Brause and Sallos. The portfolio thus ranges from traditional liquorice and fruit gums to boiled sweets and sherbet.

These products are produced at three sites in Germany: the headquarters at Emmerich manufactures fruit gums and liquorice, Katjes Fassin sherbet products are produced at Remshalden near Stuttgart, and boiled sweets are manufactured at the transparent production plant in Potsdam-Babelsberg. Katjes Fassin has a total of almost 500 employees in Germany, many of them second-generation employees. The family from which the company gets its name is still on board, too: Bastian Fassin, son of the company's founder Klaus Fassin, runs the business together with the other managing partner, Tobias Bachmüller.

History



Dates, facts and figures



- Company headquarters: Emmerich
- Founded: 1950 by Klaus Fassin
- Currently almost 500 employees and three production sites
- 7 brands: Katjes, VICKS cough drops, Ahoj-Brause, Sallos, Granini fruit bonbons, Gletscher Eis, Hustelinchen
- Sold in over 20 countries worldwide

The Katjes group

Besides Katjes Fassin GmbH + Co. KG, there are two other companies proudly bearing the Katjes name: Katjes International GmbH & Co. KG and Katjesgreenfood GmbH & Co. KG

Katjes Fassin covers the core confectionery business and production in Germany, but also exports its products abroad. As well as Katjes, other brands such as Ahoj-Brause and Sallos are fully owned by the company. [katjes.com](https://www.katjes.com)

Katjes International brings together principally foreign brands and holdings from the confectionery sector. The brands here operate largely independently in their respective markets or segments. The business is focussed on Western Europe. Well-known brands include Piasten, Lutti, Festivaldi and Sperlari.

[katjes-international.com](https://www.katjes-international.com)

Katjesgreenfood invests in the market for sustainable, vegetarian foods outside the core business. This includes holdings in Veganz, the market leader for vegan foods, Hemptastic lemonade and the Caté soft drinks brand.

[katjesgreenfood.berlin](https://www.katjesgreenfood.berlin)

Products and responsibility



The Katjes brand product range includes classics such as Katjes-Kinder liquorice cats, Yoghurt-Gums and trendy veggie products like Brad the Bunny, the green-eared rabbit, as well as a constant stream of new innovations. These include Katjes VEMOJI fruit gums, for which there is also an app, and the world's first 3D fruit gum printer. Despite all this technological progress, Katjes continues to focus on natural ingredients and sustainability: simply refraining from the use of animal gelatine means a reduction of around 20 per cent in harmful emissions (e.g. CO₂ and methane) in production compared with fruit gums containing gelatine. What is more, in 2017 Katjes managed to reduce its water consumption by 14 per cent compared with 2014 levels, and its production plants use self-produced heat and energy as well as green electricity. On the social front, too, Katjes is forward-thinking: flexible part-time working arrangements for mothers and fathers are very close to this family company's heart. All Katjes' social, environmental and economic sustainability commitments are bundled together under the hashtag #MissionGrünOhr (MissionGreenEar).

Natural and veggie



- The classic Katjes-Kinder and Yoghurt-Gums have been vegetarian since they were introduced in 1950 and 1971 respectively.
- Katjes fruit gums have been manufactured without any artificial flavourings or colourings since 1988.
- Since 2010, Katjes has focussed on vegetarian products, and has gradually transformed its whole range into vegetarian ingredients.
- Since 2016, all Katjes products have been manufactured without animal gelatine and are completely vegetarian.
- Katjes veggie products bear the European Vegetarian Union's „vegetarian“ V-Label.