

Press release

Oberrohrbach, 12/04/24

The taste of tomorrow: esarom presents new confectionery concepts at ProSweets 2025 in Cologne

esarom, one of the leading producers of flavour solutions for the food industry, will unveil its latest product concepts at ProSweets, which will take place from February 2nd to February 5th at the Cologne Exhibition Center. Visitors can look forward to unique taste experiences, especially the latest concept "Create your own biscuit".

As an international trade fair for the confectionery and snack industry, ProSweets is a suitable platform for esarom to underline its commitment and innovative strength. The company will be represented at booth H-038 and invites visitors to taste their latest creations.

"Create your own biscuit": Create your own individual biscuit

The highlight of esarom's trade fair appearance this year is the product concept "Create your own biscuit": A toolbox with which confectionery producers can create sandwich biscuits according to their individual needs. They can choose from inspiring biscuit flavours and a broad portfolio of fat fillings, including hazelnut, mango or the [esarom flavour of the year 2025, coffee](#).

All possible flavour combinations have already been tested – so confectionery producers no longer have to spend time on complex product development processes. The result is an individually created sandwich biscuit that creates incomparable taste experiences.



Visit esarom at ProSweets 2025

The entire esarom team looks forward to welcoming you to ProSweets 2025. Visit booth H-038 in Hall 10.1 and taste the latest product concepts, including the taste experiences of "Create your own biscuit". The esarom experts are happy to help you.

Taste and discover the incredible world of flavours - with your "partner in taste".

Date: February 2nd - 5th, 2025

Location: Cologne Exhibition Center

Booth: H-038 & J-039 in Hall 10.1

For more information or to arrange a personal meeting, please contact:

Nataliia Vodrazka
office@esarom.com

About esarom

esarom is one of the leading suppliers of raw materials, flavours and ingredients for the beverage and food industry around the world.

Together with partners and customers, esarom develops concepts that provide unique taste experiences and moments of joy.