

Katjes Fassin GmbH + Co. KG



Katjes expands to Japan with plant-based gummies

Katjes, Germany's second largest gummy candy brand will expand to Japan with a 100% plant-based portfolio. Katjes plans to sell in the market in summer 2023.



From plant-based heritage to new frontiers

Katjes as innovation leader has the ambition to shape the better-for-you snacking category in Japan. The heritage brand has focussed on replacing animal gelatin with plant-based alternatives for the past decade, making it a true expert in its field. All gummies have a chewy texture, despite not using animal gelatin as a gelling-agent, have no artificial flavourings or colourings, palm oil free and contain no high fructose corn syrup.



Colorful & lovable treats with a story

The Japan portfolio includes two highlights: Rainbow is a multi colored celebration of love and diversity. Sour tastes like a tart adventure with unicorns, fairies and hearts. Both have proven histories of success in several countries.

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