



Presseinformation

## **‘IMAGINE – Taste reimaged at the Bakerman SnackLab at Internorga 2026’**

**Gronau, 27 January 2026 – Bakerman is expanding snack awareness, breaking taste boundaries and presenting revolutionary next-gen snacks – fresh from its in-house SnackLab – at Internorga in Hamburg from 13 to 17 March 2026.**

**‘IMAGINE!’** – that's the call from the snack producer from Gronau. What if snacks were bolder? Wilder. More creative. Full of possibilities? Bakerman has explored precisely these questions – and has turned ideas into reality at the SnackLab that not only rethink the world of snacks, but redefine it.

The SnackLab is more than just a development space. It is an open place where curiosity meets experience, where ‘what if’ thoughts turn into real products. Here, people experiment, combine, discard – and rethink. **What is created here will be tomorrow's trend. And it's already making a big splash today.**

### **Next-gen super snacks – straight from the SnackLab**

Of course, the tinkering in the SnackLab has left its mark. Or rather, it has produced some really good snacks. At Internorga 2026, Bakerman will be presenting, among other things:

- **Pizza Burgers**

Two icons. One snack. Hearty, surprising and uncompromisingly delicious.



- **Creamy Buns**

Sweet buns, filled and topped for maximum enjoyment.

Available in **caramel cookie, hazelnut, amarettini style and lemon flavours – creamy, modern and absolutely snackable.**

- **Pinsolini**

As delicious and wholesome as Bakerman's famous wood-fired pinsa – only more convenient. Perfect for those who can't make up their minds.

Simply treat yourself to several varieties, such as Margherita, tomato and mozzarella or ham and mushrooms.

**Psst... we're not giving anything away yet!**

Bakerman is setting new standards again this year. At Internorga, you can expect a snack sensation like you've never seen before. The SnackLab is bubbling, it's about to explode! If you're curious, come and see for yourself.

**A stand that stands out. And sticks in your mind.**

The exhibition stand is also making a real statement again: across more than 165 square metres, Bakerman is showing what makes the company tick – surprising, in tune with the times, approachable and full of creative ideas. Visitors can look forward to inspiration, exchange and lots of snack discoveries.



## **IMAGINE – and taste what's possible**

With its trade fair appearance at Internorga 2026, Bakerman is once again showing what innovation can taste like. As a manufacturer of high-quality baked goods, the company sees itself not only as a producer, but also as a source of inspiration for modern snack concepts – flexible, creative and always one step ahead.

## **About the Bakerman Group**

Bakerman was founded in Gronau in 2007 and is still owner-managed today. The resulting short decision-making processes, combined with a high level of expertise, have made the company one of the industry's innovation drivers and trendsetters within 18 years. Today, the Bakerman Group employs a total of 100 people at its headquarters in Gronau and 450 people at all its locations. The KESSKO brand from Bonn has been part of the group since 2025. As a specialist in high-quality sweet and savoury baked goods, the company offers classic products as well as innovative products with an artisanal feel, produced in state-of-the-art production facilities, and is IFS 'higher level' certified. Thanks to the expertise of qualified master bakers in the development team, Bakerman is able to introduce new trend products and respond quickly to individual customer requests. The management team currently consists of Heiko Thees (owner), Marcel Krug (managing director), Lars Feldhues (managing director), Friedhelm Leuders (authorised signatory), Falk Löffler (authorised signatory Bakerman, managing director Bakerman Produktion & KESSKO) and Wilhelm Voss (authorised signatory).



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