



Presseinformation

## **SNACK IT UP – Next-gen style straight from Bakerman's SnackLab**

*Bakerman presents innovative snack concepts for a new generation of displays – from creamy buns to croffles.*

**Gronau, February 2026 – Welcome to the SnackLab: Bakerman is taking snacking to a whole new level with its creative innovation hub. Under the motto 'SNACK IT UP', trendy concepts are created here that combine classic baking craftsmanship with bold product development. The result: next-gen snacks that inspire, surprise – and turn the display into a stage.**

At Bakerman's SnackLab, two worlds coexist on equal footing: on the one hand, tried-and-tested classics such as puff pastry sticks and croissants are valued and creatively refined. On the other hand, completely new snack concepts are created here that pick up on trends and set their own impulses – from surprising fillings to innovative product formats such as Creamy Buns. SnackLab thus combines tradition and next-gen thinking to create a display that offers both reliability and genuine innovation. Whether savoury or sweet, familiar or experimental – anything that inspires is allowed.

### **Creamy Buns – the highlight from SnackLab**

The hottest product from the innovation lab right now is the new Creamy Buns. Fluffy, sweet buns, filled and topped for maximum enjoyment. Available in caramel cookie, hazelnut, amarettini style and lemon flavours, they represent modern snack culture



and the courage to rethink successful recipes. Creamy, versatile, absolutely snackable – a real statement for any counter.

KESSKO, the new brand from the Bakerman Group, offers even more creative possibilities. From creamy fillings and surprising toppings to fine chocolates, shiny coatings and crunchy sprinkles, KESSKO expands the play with textures, colours and flavours. More creativity. More wow. More differentiation at the POS.

### **Croffles – the hybrid with bestseller potential**

Another highlight from SnackLab are croffles – the trendy hybrid of croissants and waffles. Golden and crispy on the outside, soft and buttery on the inside – they combine the best of both worlds and are particularly easy to make.

Preparation is straightforward: allow croissant dough pieces (tip: Butter Croissant 3.0), bake in a waffle iron until golden brown and then finish to individual taste. Whether Dubai style, with macadamia cream or classic with chocolate, nut nougat or strawberry yoghurt and crunchy decoration – croffles offer enormous potential for individualisation and appeal to new target groups. An experience product with guaranteed bestseller potential.

### **Classics revisited**

Even tried-and-tested products have passed the innovation test at SnackLab. Quark balls are filled with express creams and topped with colourful toppings to create little treats. Croissants are transformed into real works of art with creative fillings and toppings – visually striking, with next-level flavour and ideal for attractive pricing.



Puff pastry sticks with express creams, cream and fruit bring freshness to the display, while the apple triangle with cream, a scoop of ice cream and a delicate sauce is given a modern reinterpretation. Familiar – yet surprisingly different.

### **SnackLab vibes for the counter**

With SnackLab, Bakerman shows how versatile and inspiring modern snack concepts can be. The possibilities are limitless, colourful and creative – and offer bakeries and specialist retailers concrete approaches for increased footfall, higher added value and clear differentiation from the competition.

Now it's time to absorb the SnackLab energy and just do it.

### **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 from 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 Production & KESSKO) and Wilhelm Voss (authorised signatory).

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