

CONVENIENCE DISHES - FAST AND HIGH QUALITY

NovaTaste presents exciting new products at IFFA 2025

Hectic days and stressful everyday life - anyone who wants or needs to prepare meals quickly likes to reach for ready meals that can be heated fast in the microwave, oven or pot.

For microwave, oven & co.

Even if the focus is on saving time, consumers keep an eye on the ingredients list, as health-related information on the packaging influences the buying decision.

Simple, "clean" ingredients are in demand. Short, clear claims make relevant benefits visible to customers. International cuisines, spices and flavors from all over the world are combined with regional ingredients to create a variety of tastes.

Convenience is changing

The market for ready meals and convenience food is diverse. The image of convenience food as a vitamin- and nutrient-poor choice with unhealthy fats and additives as well as too much salt and calories is outdated. Convenience is changing in line with nutritional trends and consumer needs.

Creating convenience food with NovaTaste

NovaTaste is the ideal partner for anyone who produces convenience food and ready meals. NovaTaste offers everything for the perfect taste, optimum functionality and texture as well as special technologies for the production of ready meals in all variations. The NovaTaste experts support customers right from the product development stage, from the idea to the finished end product.

NovaTaste will be presenting the following products at IFFA 2025:

Convenience am Puls der Zeit – wir präsentieren auf der IFFA

- Crispy Chicken Skewer (innovative breeding solution and dip sauces)
- Chicken Bowl Masala (new marinades as a ready meal application)
- Vegan "Loaded Nachos" (with plant-based "minced meat" sauce)
- Peagan Snack balls filled, in cooperation with VEMAG

NovaTaste **Hall 11.1, Stand C41:**

Pictures: <https://pictures.novataste.com/fotoweb/albums/Z4j5R9XEjmyHTmv-6Vut8OegWLiAKdRitsPgA/>