

FUCHS GRUPPE

Our aspiration

We shape the world of good taste

Our aspiration and motivation at all times is to meet the customers', retails' and industries' wishes in an outstanding manner and to offer them the possibility to express their taste. We stand for exceptional taste experiences and the highest possible standards. Under our roof, we unite various brands and products to an extensive range. We lead the market with our product brands such as Fuchs, Ostmann, Ubena, Bamboo Garden or Kattus which is why we are a dependable travelling companion for our customers in the retail trade, the hotel industry, the catering and our partners in the food industry. We repeatedly embark on voyages of discovery for them, to ensure that every one of them can enjoy the world's spices.

Uncompromisingly the best quality

With passion and the highest quality standards, the Fuchs Group became in Germany as well as in many countries all over the world the specialist for spices, taste and culinary trends. Within the 65 years old success story, the company compiled a secured spot at the side of the retail, the foodservice, the food industry and in the households of our consumers. "The highest quality from seed to kitchen" – the guiding principle of our company's founder Dieter Fuchs – has central importance for every one of our decisions right up to the present day. For this we uncompromisingly choose the best quality – whether it involves the selection of ingredients, technologies or know-how.

A pioneering spirit and competence

A pioneering spirit, unconventional ideas, developments and patents that shape the market have made us what we are today. Fuchs represents many years of experience, an excellent knowledge of the market, and comprehensive specialist competence. Nonetheless, we must earn our position in the market over and over again, because culinary trends and the resulting individual needs of customers and the market are changing faster than ever before. We meet these changes with dynamism, flexibility, a large measure of curiosity and the courage to constantly rediscover new worlds of good taste. We work around the world every day to seek out trends and to develop and market intelligent product and packaging ideas for our customers and partners.

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Sustainable cultivation and traceability

We source our raw materials from a wide variety of regions around the globe, as only there we find suitable growing conditions. Our success is highly dependent on intact economical, ecological and social systems in the spice-growing regions. Therefore, we feel we have a special obligation to handle resources responsibly and sustainably. We actively influence the whole value creation chain regarding the quality and taste – from the seed being cultivated to the finished product. We buy almost all of our spices in unground form and directly from the producers. We obtain raw materials un-milled and directly from the producer, and process them using state-of-the-art technology in our own spice mill. Here we carry out especially gentle milling to preserve valuable constituents such as anti-oxidants, aromas and oils, together with the specific flavour profile. Hereby, we can safeguard the unbroken traceability and a seamless influence on the quality of our products – from cultivation to finished product. We regard long-term, partnership-based supplier relations as a central precondition for our business model's success. It is based on direct, personal contact with our suppliers. Since 2017, we publish our understanding of a sustainable corporate governance and the central aspects of our sustainability strategy in a sustainability approach. Since then we inform regularly about our sustainability activities. End of 2019, we publish our next sustainability report following the international GRI-standards.