

THE GERMAN FAMOUS MUSTARD!

Vegan

No preservatives

No added colorants
or flavour enhancers

Gluten-free &
Lactose-free



Bautzner

Bautz'ner

Bautz'ner medium hot mustard

The mustard production in the city of Bautzen dates back to 1866. At that time the mustard market flourished.

The cult brand Bautz'ner has become a **true love brand** and is full of history and tradition.



- ✓ One of Germany's **most popular and well-known** mustard brands with a brand awareness of 70%¹
- ✓ **No. 1:** Proud to be the strongest selling mustard brand by volume with a market share of 47% in Germany²
- ✓ Highest willingness to buy with 51% with **top growth** in the young target group³

¹ Psyma, Markentracking, Senf, Online-Umfrage mit 1.008 Befragten, Februar 2023

² IRI, LEH+DM (exkl. HD), Senf, mittelscharf, Marktanteil Absatz in Stk., MAT Juni 2023

³ Psyma, Markentracking, Senf, Online-Umfrage mit 1.000 Befragten, März 2021



| | Product | Article Nr. | Language on label | EAN Nr. | Size | Packaging | Tray |
|--|--------------------|-------------|-------------------|---------------|--------|----------------|------|
|  | Medium Hot Mustard | 7315 | DE | 4012860983153 | 500 ml | Plastic bottle | 8 |
|  | Medium Hot Mustard | 1566 | DE | 4012860005664 | 300 ml | Plastic bottle | 12 |

