

## **LieblingsKren & rooty's: taste just like freshly grated – always Fresh horseradish from Austria straight into the chilled section**



Langenhagen, July 19th, 2022. Horseradish is one of the few key elements in the full-bodied cuisine of Austria and Southern Germany. Since July 1 2022, Uplegger Food GmbH's range for German retail now includes the hearty Austrian horseradish of LieblingsKren & rooty's. This allows other regions to participate in the enjoyment of these delicious products too. The horseradish of both brands tastes just like freshly grated, strong and spicy and only available in the chilled section. Careful manufacturing guarantees freshness and a long shelf-life.

Three products in varying pack-sizes offer the right degree of sharpness for everyone's taste. LieblingsKren Pure for spicy, pure horseradish sharpness, LieblingsKren with Apple Slices results in a sweet-sharp taste and rooty's Horseradish with Wasabi is for people who appreciate a really sharp flavour. The range is perfect for a wonderful sharp freshness to accompany fresh bread, steak and salad. Look out for our creative recipes such as a green smoothie, LieblingsKren soup or the dessert LieblingKren's panna cotta with strawberries under <http://www.lieblingskren.de/en/>.

LieblingsKren Horseradish is available in 20 x 8 g portion packs or 6 per case in a 60 g jar, 250 g pot, and 1 kg pot. LieblingsKren Horseradish with Apple Slices comes in a 50 g jar and a 400 g pot. Rooty's Wasabi comes in a 50 g jar and a 200 g pot.

For further information, see [www.Uplegger.de/en](http://www.Uplegger.de/en).

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The [Uplegger Food Company](http://www.Uplegger.de/en) · Innovation. Since 1884. · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years, the retail landscape changed - sometimes continuously – sometimes disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at [www.uplegger.de/en](http://www.uplegger.de/en).