

No Fairytales: Real Food. Real Story. No Fairytales. Tasty vegetable tortillas



Langenhagen, June 14th, 2022. After a long day at the office, Bernadette Kooijman came across some advertising for a new food innovation – a pizza burger. This to her was just one more product with many empty calories. So she decided she could make something better, more honest and really different. A product which really was lighter and healthier. And she didn't need to change her eating habits. The result: No Fairytales

vegetable tortillas with 45% vegetables, 25% less calories than regular tortillas vegan, high in fibre, fresh and chilled vegetable tortillas.

“Market research and in-store tests have revealed that in Germany too the time is right for these tasty, convenient and easy to prepare vegetable tortillas because today's consumers want not only tasty and healthy food but also food that is easy to prepare” says Ulrich Strunk, Director of UFC GmbH. That's why Uplegger launched No Fairytales with the flavours Carrot Tortilla and Red Pepper & Chilli Tortilla into the German retail market in May 2022 following their success in the Netherlands. The launch is supported by a powerful communications package with a digital campaign, influencer marketing and trade activity. Pack-sizes are 5 x 40g, 6 units per outer. RSP* €2.99

*Price determined by the retailer.

For further information, see 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.