

INNOVATION IN OUR PRODUCTS

- In today's everchanging world, the importance of consuming quality food products cannot be overstated. As lifestyles become increasingly fast-paced and stressful, maintaining a healthy diet is crucial for overall well-being. Poor dietary choices, such as excessive consumption of processed foods high in sugars, fats, and additives, contribute significantly to deteriorating health. By prioritizing nutritious and high-quality food options, individuals can support their health, boost their energy levels, and enhance their resilience against illnesses. Therefore, ensuring access to and promoting the consumption of healthy, well-produced food products is essential for fostering a healthier and more sustainable future.
- Metabolic health is crucial for overall well-being, yet influencing individual eating habits can be challenging. Recognizing this, Fraselle AG focuses on enhancing their products to promote metabolic wellness. By reducing harmful additives, particularly fructose, our company ensures their offerings align with healthier dietary choices. Moreover, their commitment to enriching products with essential vitamins and minerals underscores their dedication to supporting metabolic health through accessible, nutritious options. This approach not only empowers consumers to make healthier choices effortlessly but also reinforces Fraselle's role in promoting long-term health benefits through mindful product innovation.
- Development of innovative products - high-quality food, the added value of which is the upgrading with amino acids, protein, vitamins, minerals and the reduction of industrial sugar.
- Produce in an environmentally friendly and resource-friendly way, as well as not using palm oil.



Implementation Standards

- Our well-trained experts, who are up to date with the IFS Food standards and the HACCP norms, which undergoes continuous training and education, are the guarantee for high-quality products.
- Specialists who responsibly meet the product requirements and safety standards guarantee a product of the highest quality.



CO₂ Reduction



As a food manufacturer, Fraselle AG relies on energy as the primary input for production. Electricity consumption and water use are essential resources that Fraselle AG **continuously optimizes**.



Continuous improvements in the field of energy efficiency can create **long-term competitive advantages** through energy-optimized production.



Use of the latest machines and manufacturing processes that are extremely **energy-efficient in operation**, produce only a minimum amount of waste heat and thus minimize the cost of cooling.



Use of the **photovoltaic system** on the roof of the production hall, this will cover the electricity requirements of production and largely have a positive effect on the CO₂ balance.



Optimization of CO₂ saving measures such as packaging, so metal lids are used for our products instead of plastic.

