media

Muttenz/Essen, 7 November 2025

Ditsch launches new food concept “good bite”: The classic pretzel reimagined

Ditsch is bringing a fresh breeze to the snack culture: the new concept *good bite* is celebrating its premiere at Hannover Central Station. It presents the iconic Ditsch pretzel in a modern form – as *Pretzel Bites* with creative sweet and savory toppings. This turns a familiar classic into an innovative snacking experience for an urban, trend-conscious target group

Baked according to the original Ditsch recipe, the Pretzel Bites come as bite-sized pieces of pretzel dough – crispy on the outside, soft on the inside – and are served with a variety of toppings. They are ideal for snacking, sharing, and taking away, combining traditional baking expertise with modern food trends. With good bite, Ditsch creates a fresh and contemporary addition to the brand, specifically targeting a young, trend-oriented audience.

good bite: Where tradition meets modern indulgence

The growing desire for several smaller meals throughout the day and fresh to-go options reflects the changing eating habits of today’s consumers. What’s in demand are flexible, uncomplicated snacks that fit seamlessly into a mobile lifestyle and are easy to share or customize. With good bite, Ditsch has developed a format that caters to this way of life and reinterprets the love of pretzel products.

“Our Pretzel Bites can be prepared in no time and are ready to eat within a few minutes. This allows us to create a diverse take-away range that works from breakfast through to dinner,” says Sebastian Kayser, CEO Food Service B2C at the Valora Group. “Because pretzel products are more than just tradition.”

To match this, good bite offers toppings that delight throughout the day: sweet options such as CinnaVanilla with cinnamon and sugar, Salted Caramel, or Rainbow Drops with mango–passion fruit sauce; and savory creations such as Hot Dog Style with crispy onions and pickles or Asia Fusion with peanut and sriracha sauce, mango cubes, and chili threads. In addition, exciting beverage variations such as Pink Chai and Iced Matcha are served.

Media Contact
media@valora.com
Corporate Communications Valora Group

About Ditsch
The Ditsch bakery was founded in Mainz, Germany, in 1919 by Wilhelm Ditsch and his wife Christine. From 1952, their son Heinz Ditsch continued to run the company and began mobile pretzel sales at fairs. In the 1980s, Peter Ditsch, the founder's grandson, streamlined production by introducing a pretzel twisting machine and opened permanent sales stands and branches. In 1991, the company moved to the new site in Mainz-Hechtsheim, and another production facility was built in Oranienbaum, Saxony-Anhalt.

In 2012, the Valora Group acquired the third-generation family-run company and its employees in the wholesale sector. The young US start-up 'Pretzel Baron' joined Ditsch in early 2017 and was renamed Ditsch USA. The diverse premium ranges from Ditsch production, consisting of deep-frozen pretzels, pretzel croissants and pizza snacks, is now distributed to the food service sector, bakeries, the food industry, wholesalers and retailers in 38 countries. In 2023, Ditsch sold over 900 million baked goods, employed around 1,500 people and operated 20 production lines at its two sites in Germany (Mainz and Oranienbaum) and two US sites (both in Cincinnati).

More information is available at www.ditsch.de.

About Valora
Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800 small-scale Valora Group sales outlets are in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The Valora Group has its registered office in Muttenz in Switzerland and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

Valora is active in Germany with the business units Valora Retail Germany, Valora Food Service Germany and Ditsch Production/B2B. Valora Retail Germany operates around 850 sales outlets nationwide in the avec, cigo, k kiosk, Press & Books, ServiceStore DB and U-Store formats. Valora Food Service Germany includes the BackWerk (including Back-Factory) and Ditsch formats, with approximately 500 sales outlets. With 44 sales outlets in Germany, Frittenwerk is also part of Valora. Valora is a leading global pretzel producer with the Ditsch pretzel bakery founded in 1919. The Ditsch production plants are in Mainz and Oranienbaum in Germany and in Cincinnati in the US.

More information is available at www.valora.com.

About FEMSA
FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. It participates in the retail industry through a Proximity Americas Division operating OXXO, a small-format store chain, and other related retail formats, and Proximity Europe which includes Valora, the European retail unit which operates convenience and foodvenience formats. In the retail industry it also participates though a Health Division, which includes drugstores and related activities and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world by volume.

Across its business units, FEMSA has more than 392,000 employees in 18 countries. FEMSA is a member of the Dow Jones Bestin-Class World Index & Dow Jones Best-in-Class MILA Pacific Alliance Index, both from S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total México ESG, among other indexes.

More information is available at www.femsa.com.