

# PRESS RELEASE

## **RAPS at SÜFFA 2026: New Online Shop and Product Inspiration for the Butchery Trade**

**RAPS presents its new Online Shop alongside new seasoning concepts and practical solutions for the hot food counter, snacks and catering**

Kulmbach, September 2026: As a long-standing partner to the artisanal butchery trade, RAPS will be exhibiting at SÜFFA in Stuttgart from 7 to 9 November 2026 at Stand 7C80 in Hall 7. A key highlight this year is the new RAPS Online Shop, giving butchery businesses in Germany an additional, convenient way to order RAPS products around the clock. Visitors can also look forward to new seasoning concepts, live tastings and practical product inspiration for the autumn season, hot food counter, snacks and catering.

### **New RAPS Online Shop: order anytime, anywhere**

The RAPS Online Shop gives butchery businesses direct, round-the-clock access to the RAPS product portfolio. Currently available in Germany, orders can be placed seven days a week at any time. After logging in, customers can see their individually agreed prices, access previous orders and save frequently purchased products as favourites – making repeat orders quick and straightforward. The Online Shop complements the personal service and expertise provided by RAPS field sales representatives, giving customers greater flexibility in how and when they order. At SÜFFA, visitors can experience the new Online Shop first-hand and explore its features together with the RAPS team.

### **New product solutions for the hot food counter and catering**

RAPS will also be presenting new product inspiration for the autumn season. Live tastings at the stand will feature new seasoning concepts for sausage specialities with cheese filling and hot meat dishes, including a freshly prepared dish featuring the new Marifix Beer & Pepper marinade. RAPS will also showcase concepts for front cooking, snack offerings and catering that are designed for easy integration into the everyday operations of butchery businesses. The focus is on solutions that combine great taste with reliable results and practical application.



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"As a long-standing partner to the butchery trade, RAPS combines deep raw material and application expertise with practical solutions for our customers. At SÜFFA, we will be showing how seasonings, marinades and functional ingredients support taste, product quality and process reliability. We warmly invite trade visitors to experience our solutions first-hand at our live tastings, exchange ideas with our experts and take away fresh inspiration for their product range," says Maximilian Heindl, General Manager Central & Eastern Europe at RAPS.

With its combination of personal service, a new digital ordering option and practical product solutions, RAPS continues to support butchery businesses in meeting the demands of their day-to-day business. Visitors can meet the RAPS team and discover the latest solutions at **Stand 7C80 in Hall 7**.

## About RAPS Group

At RAPS, everything revolves around taste and functionality. For more than a century, the company has set benchmarks in quality, innovation and ingredient expertise. Combining deep knowledge of raw materials with advanced technologies, RAPS develops high-performance ingredient solutions for the food manufacturing, foodservice, retail and butchery sectors.

With seven production sites across Europe and a global team of over 900 employees, RAPS produces around 40,000 tonnes of ingredients and additives each year. The company processes more than 1,700 raw materials sourced worldwide, delivering ingredient excellence across a wide range of applications – from meat, fish and plant-based foods to sauces, delicacies, bakery, dairy, confectionery and snacks.