

hosta

PRODUCT INNOVATIONS AND NEW BRAND IMPULSES

HOSTA SHOWCASES ITS
INNOVATIVE STRENGTH AT ISM

Press Release

Stimpfach, 26. January 2026. At the International Sweets and Snacks Trade Fair (ISM) in Cologne, HOSTA will present several product innovations while also offering a preview of the continued development of its brand portfolio. The focus is on two new products from the nippon brand – nippon Yogurt Strawberry and nippon MINIS Matcha – with which the confectionery specialist is setting targeted growth impulses in the puffed rice segment. With a fruity, fresh summer variety in the classic 200 g format and a limited edition in the successful MINIS segment, HOSTA is tapping into current flavor trends and consistently evolving the brand.



nippon Yogurt Strawberry: A Summery Moment of Indulgence

From April 2026, nippon Yogurt Strawberry will complement the existing core range as a seasonal limited edition, bringing fruity, fresh impulses to the shelves. With this new variety, HOSTA is expanding the nippon range with a summer edition that builds on a familiar and popular flavor profile. Light, airy puffed rice meets a delicate yogurt note, while freeze-dried strawberry pieces and crunchy strawberry crisps deliver a fruity taste experience. The harmonious balance of sweetness and mild acidity creates a light and refreshing snack, ideal for moments of enjoyment during the warmer months. In the classic 200 g format, the limited edition will be placed in an eye-catching mixed display together with nippon White, which will be available year-round going forward.

From Test Phase to Permanent Range

Another piece of positive news: nippon MINIS Original, which HOSTA launched last year as a test in selected retail outlets, will now become a permanent part of the range. The combination of a smaller format, resealability, and versatile consumption occasions has proven successful with both consumers and retail partners. Building on this success, the new format will now be rolled out nationwide, accompanied by the limited edition nippon MINIS Matcha as a strong attention-grabbing launch impulse.

Trend Meets Snackification: nippon MINIS Matcha

As part of the ongoing development of nippon MINIS, HOSTA is setting a clear trend-driven accent with nippon MINIS Matcha. The limited edition in a pouch format combines the familiar puffed rice with white chocolate and a mild matcha milk cream. The subtly bitter green tea note is carefully balanced and intentionally approachable, appealing both to matcha fans and to those discovering the flavor for the first time.

With their handy one-bite size, nippon MINIS support modern snacking behavior – uncomplicated, portioned, and ideal for on-the-go or sharing occasions. Available from May 2026, the limited edition stands for trend awareness and modernization. While it picks up on the ongoing matcha trend, the variety represents more than just a current flavor movement for HOSTA – it naturally ties into the brand’s identity. “nippon means ‘Japan’ in Japanese. This origin inspired us to reflect it in the new matcha flavor and to expand our range in a coherent way,” explains Laura Frömberg, Brand Manager for nippon.



Two Innovations, One Clear Brand Strategy

The launch of the two new products is part of a clear innovation strategy. nippon Yogurt Strawberry and nippon MINIS Matcha highlight two different but central areas of brand development: the consistent revitalization of the core business on the one hand, and openness to new formats, trends, and target groups on the other. Both innovations are based on nippon's iconic product concept – light, airy puffed rice with chocolate – translated into contemporary flavor worlds. “This way, nippon remains familiar and recognizable, while selectively opening up to new impulses. Both innovations reinforce the same brand promise: nippon brings lightness into everyday life – with sweet moments of indulgence and fresh ideas,” says Laura Frömberg.

HOSTA Strengthens Brand Diversity and Future Viability

Alongside the presented limited editions, HOSTA is also focusing on targeted renewal across its other brands. Visitors to the ISM trade fair stand will gain initial insights into upcoming impulses for ROMY and Mr. Tom, which will further energize the portfolio in the future. In particular, HOSTA will offer a first look at upcoming new products and brand initiatives for Mr. Tom that will play a central role over the course of the year.

ROMY and Amor di Pane will also appear in a new design, underlining the company's continuous modernization journey. With its trade fair appearance, HOSTA demonstrates how tradition, strong brands, and contemporary product development can be successfully combined. “Despite challenging market conditions, the company is looking confidently to the future and continues to invest consistently in brands, products, as well as activation and communication measures,” says Felix Gössling, Team Lead Marketing. Initial insights into upcoming brand initiatives and product innovations underline the ambition to further develop and expand the strong brand portfolio at a high pace and with a clear future-oriented focus.

About the HOSTA Group

For more than 75 years, HOSTA has been producing high-quality confectionery in Stimpfach, Baden-Württemberg. Its portfolio includes well-known classics such as the peanut bar Mr. Tom, the puffed rice snack nippon, and Romy coconut chocolate. All products meet the strict requirements of the International Featured Standards (IFS). HOSTA's long-standing tradition as a brand manufacturer is built on consistently high product quality and the exclusive use of premium raw materials. The HOSTA Group includes Wawel S.A. in Poland, Hosta Meltis Ltd. in the United Kingdom, and Hosta Italia Srl in Italy. The family-owned company has been led in its third generation by Laura Opferkuch since 2019.

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