

# hosta

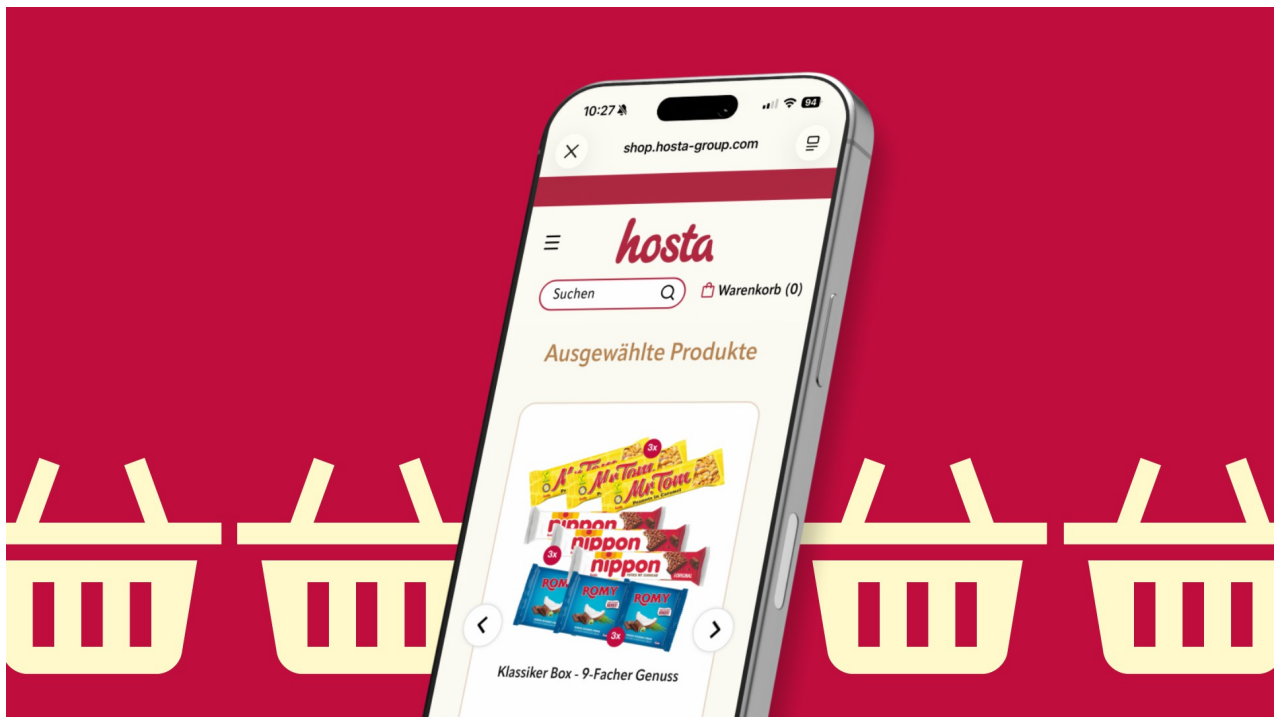
ECHT GUT. ECHT GLÜCKLICH.

## HOSTA LAUNCHES ITS OWN ONLINE STORE

NEW SALES CHANNEL STRENGTHENS CUSTOMER RELATIONSHIPS AND EXPANDS DIGITAL MARKET PRESENCE

### Press Release

**Stimpfach, May 4, 2026.** HOSTA is expanding its sales structure and taking the next step toward direct customer engagement: With the launch of the new HOSTA online shop in early April, the confectionery manufacturer has created its own platform where consumers can now conveniently order the entire product range for home delivery, thereby establishing another venue where the brand can be experienced.



### Direct access to the entire product range

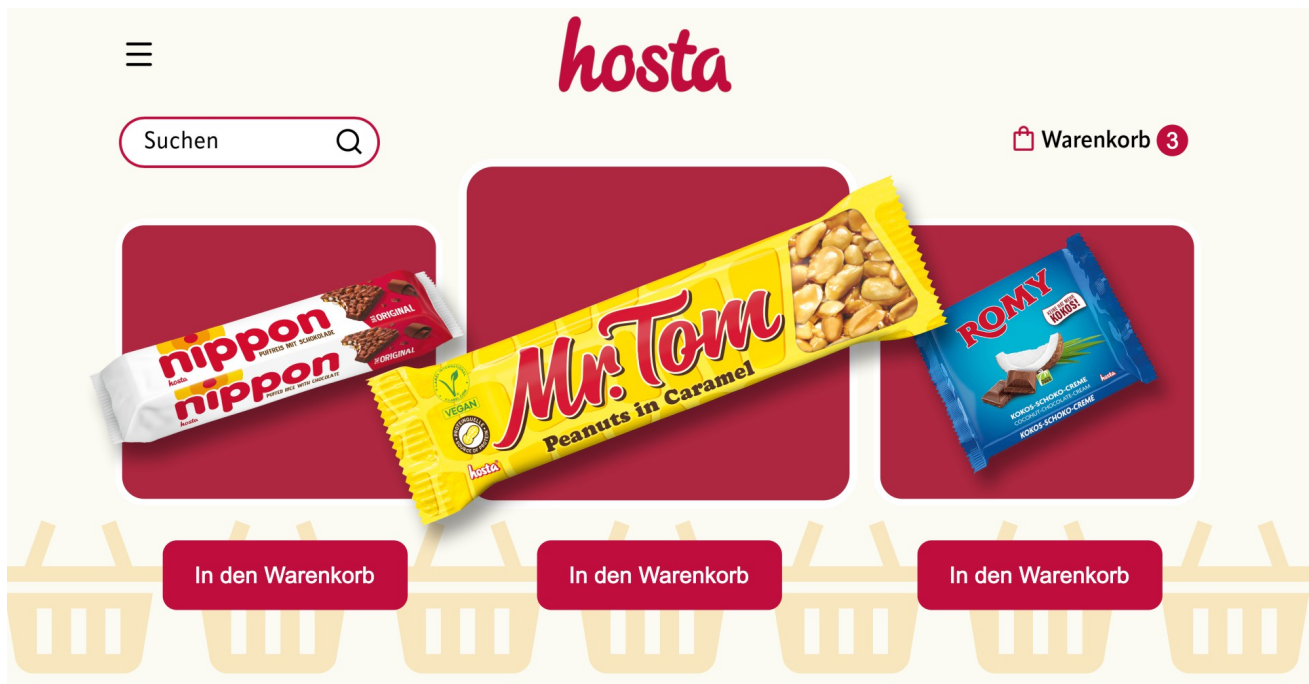
With the [HOSTA online shop](#), the company is making its complete portfolio centrally available for the first time, including products that are only available to a limited extent or currently unavailable in brick-and-mortar stores. In addition to classics such as nippon, Mr. Tom, and ROMY, the product range also includes items from other companies within the HOSTA Group, such as HOSTAItalia from Italy. The shop is aimed at brand fans of all ages and initially delivers to Germany and Austria; international expansion is already planned. "We see the launch as the next logical step: moving away from pure reliance on retailers toward more direct brand access," emphasizes Laura Opferkuch, CEO of HOSTA.

## More than just a sales channel

The HOSTA online store is intentionally designed to complement the existing food retail business. While retail continues to play a central role in terms of reach and visibility, the company's own online sales channel creates additional opportunities to offer products more flexibly and respond more directly to consumer needs. This opens up new potential, particularly in the growing e-commerce market for confectionery: products can be made available independently of retail stores, individually combined, and specifically showcased. "With the online shop, we're creating a platform that gives us significantly more flexibility in marketing while also opening up new ways to bring our brands to life," explains Felix Gössling, Marketing Team Lead at HOSTA. Additionally, online sales offer the opportunity to make new products available earlier and engage consumers even before a broad market launch.

## Community, Innovation, and Further Development

With the new shop, HOSTA is strengthening direct contact with its customers while simultaneously building a platform for innovation. An accompanying newsletter provides information on new products, promotions, and exclusive offers. Even before the launch on April 7, subscribers received early access to the shop as part of an Early Access program. At the same time, the online shop serves as a testing ground for new products, bundles, and concepts, which can be tested here more quickly than in traditional retail. Complemented by additional content and storytelling, the shop will be further developed into a central platform for the entire HOSTA Group portfolio, strengthening brand loyalty and customer engagement in the long term.



## Expansion, Growth, and Outlook

The online store was developed in close collaboration with various business units, including e-commerce, marketing, IT, logistics, and sales. The goal was to create a functional foundation that could be continuously refined. Accordingly, the store is being gradually expanded with new features, content, and offerings. HOSTA continues to see significant growth potential in e-commerce.

In addition to the planned international expansion, the focus is on new product formats such as seasonal boxes or themed bundles. Looking ahead, exclusive and limited-edition products, greater personalization, and new business models are also planned. Furthermore, the development of a complementary B2B platform is on the agenda. “In the long term, the online shop holds enormous potential: better product development, stronger brand loyalty, and greater independence,” emphasizes Opferkuch. “The brand promise is: nippon brings lightness to everyday life—with sweet moments of indulgence and fresh ideas,” explains Laura Frömberg.

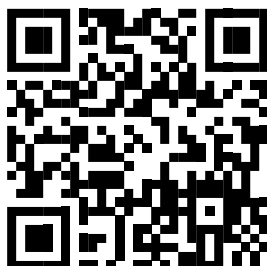
### **About the HOSTA Group**

For 75 years, HOSTA has been manufacturing high-quality confectionery in Stimpfach (Baden-Württemberg). The product range includes classics such as the Mr. Tom peanut bar, the nippon puffed rice snack, and the Romy coconut chocolate. All products meet the strict guidelines of the International Food Standard (IFS). The company’s long tradition as a brand manufacturer is based not least on the consistent quality of all HOSTA products and the consistently high-quality raw materials used in their production. The HOSTA Group includes Wawel S.A. in Poland, Hosta Meltis Ltd. in the UK, and Hosta Italia Srl in Italy. Since 2019, the family-owned business has been led by Laura Opferkuch, representing the third generation of leadership.

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