



PRESS RELEASE

LAURA OPFERKUCH MODERNIZES HOSTA: INNOVATION ROOTED IN TRADITION

Stimpfach, 05.08.2026. With the launch of its new online shop, the family-owned company HOSTA is taking another step towards the future. For CEO Laura Opferkuch, however, direct sales are much more than an additional distribution channel. The shop exemplifies HOSTA's modernization: it provides direct access to consumers, generates new insights into their needs, and complements the company's existing sales channels with a contemporary digital platform.

Rethinking What Has Proven Successful

Laura Opferkuch sees modernization as the careful evolution of established brands. For her, the central question is how HOSTA can introduce fresh ideas without compromising flavour, recognizability, or the trust of its consumers. "Our brands have substance. That is why we do not make changes simply for the sake of novelty, but only where they genuinely move us forward," explains Laura Opferkuch, CEO of the HOSTA Group.

Embracing Trends Without Losing Brand Identity

This approach is reflected in new product formats and limited editions that allow HOSTA to respond to current consumer trends. Examples include the Mr. Tom Festival Edition and Mr. Tom Salted Caramel, featuring designs by artist Flo Schommer, as well as nippon MINIS in a matcha flavour. These products give familiar brands a contemporary twist without altering their essential character.

For Opferkuch, however, trends do not automatically lead to new products. Ideas emerge from a combination of market observation, the company's technical capabilities, and one central question: does the innovation genuinely suit the brand? "We do not jump on every bandwagon. We make a conscious decision about which one to join," says Opferkuch. Limited editions are particularly successful, she explains, when they stand out visually and introduce something new while remaining close enough to the original product. Products that no longer carry a recognizable HOSTA signature are not an option for her.

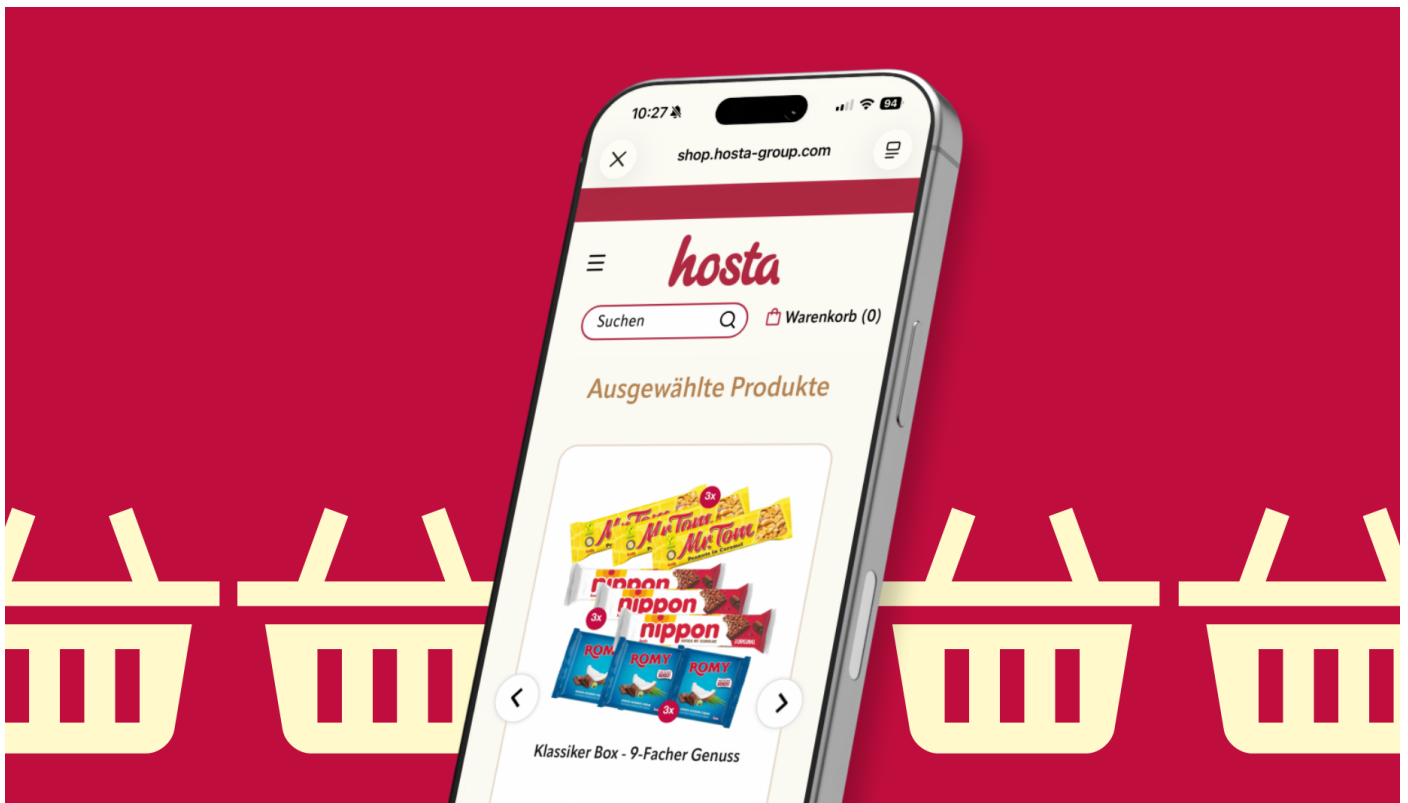


The Online Shop as a Direct Connection to Consumers

With its new online shop, HOSTA has created its own digital connection to consumers. Whereas contact previously took place primarily through retailers, the direct channel will enable the company to gain a better understanding of consumer needs, test new product ideas more quickly, and strengthen relationships with its brands. "In retail, we sell shelf space. In our online shop, we build relationships," explains Opferkuch. The online shop is therefore not initially intended solely as a revenue driver, but above all as a strategic tool. It provides an opportunity to test new products independently of traditional retailer listing processes and to gain valuable insights into purchasing behaviour and target audiences. Since its launch, the HOSTA online shop has already attracted several thousand visitors. nippon Strawberry Yoghurt and Mr. Tom have proved particularly popular to date. New products such as nippon Matcha have also received a positive response, as has the Mr. Tom hoodie, which has been well received by fans of the brand. In the long term, these insights will also support HOSTA's traditional retail business. Successfully tested products, a deeper understanding of target audiences, and brands with greater emotional appeal will create additional arguments for retailers and open up new opportunities at the point of sale.

Modernization Across the Entire Company

For Laura Opferkuch, innovation does not end with products or digital sales channels. Modernization also means making processes more efficient and transparent, accelerating decision-making, and giving employees greater individual responsibility. "I set the direction and make the final decisions. But good ideas are never created by one person alone," says the CEO. Collaboration at HOSTA has changed noticeably in recent years. Feedback is shared more openly, and existing processes are questioned more frequently. Rather than relying on lengthy coordination procedures, Opferkuch increasingly favours rapid testing

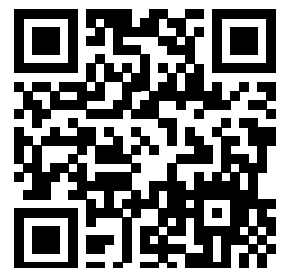


and consistent decision-making. Her aim is not merely to manage HOSTA, but to develop the family-owned company in a way that ensures its long-term success and relevance. In the years ahead, the company intends to sharpen its brand profiles further, strengthen its relationships with consumers, and expand its international structures. "We preserve what makes us strong and consistently change what helps us move forward," says Laura Opferkuch, summarizing her approach.

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