

byodo®

fine organic foods

BIO FeinPOST

04 | 2026

VARIETIES
OF THE YEAR
2027



THE GOOD STUFF IS CLOSER THAN YOU THINK —
JUST PUT IT ON THE SHELF

Introducing two new Byodo products:
the Varieties of the Year among our popular chickpea cakes.

Powerfully Crunchy: Chickpea Meets Chocolate & Coconut

AN IRRESISTIBLE TREAT FOR EVERYONE WHO WANTS IT EXOTIC

With the Dark Chocolate-Coconut Chickpea Cake, Byodo introduces a new enjoyment to the snacking world: the light, puffed cake, made from 100 % premium organic quality, is crafted from protein-rich chickpea and finished with fine dark chocolate and coconut flakes. Gluten-free, vegan, and a natural source of dietary fibre, it hits exactly the right note for pleasure-driven consumers.



YOUR BENEFIT

As a trend product in the growing snack market, this item stands out from the standard with its recipe combining nutty chickpea and exotic coconut. With strong sell-through, there is potential for a permanent, plannable listing from 2028.

	CHICKPEA CAKES DARK CHOCOLATE- COCONUT
Item no.	25180
Pack size	65 g pack
Case (VPE)	12 x 65 g
EAN	4018462251805
RRP in €	2,59 €

Deliciously Creamy: Chickpea Meets White Chocolate

AN IRRESISTIBLE TREAT FOR EVERYONE WHO LOVES IT CREAMY

The White Chocolate Chickpea Cake completes the new duo of varieties with a mild, creamy flavour profile. Here too, protein-rich chickpea forms the base, refined with 50 % white chocolate. Gluten-free, vegetarian, and a natural source of dietary fibre, the product appeals to a broad target audience.

**NATURAL
SOURCE OF
DIETARY
FIBRE**

**Mild,
creamy
FLAVOUR**

NEW
limited
edition
2027

**50 %
white
chocolate**

**AVAILABLE
FROM
JANUARY
2027**



CHICKPEA CAKES WHITE CHOCOLATE

Item no.	25170
Pack size	65 g pack
Case (VPE)	12 x 65 g
EAN	4018462251706
RRP in €	2,49 €

YOUR BENEFIT

The ideal complement to the Dark Chocolate–Coconut variety maximises shelf presence and opens up new target groups such as children and connoisseurs thanks to its mild flavour. The compact 65g format offers an attractive entry price point and, with strong sell-through, the best chances of a permanent listing from 2028.

Our Range in Motion

FOR EVEN MORE BYODO ENJOYMENT



DELISTING: BABY FOOD OIL

As part of the strategic development of our enjoyment oil range, we are removing Byodo Baby Food Oil (Beikostöl, extra mild) from our range. By focusing on premium indulgence and omega oils, we are creating space for products that consistently meet the needs of our target groups.



DELISTING: ORGANIC HERB SALT

The Organic Herb Salt in the 125 g shaker is also leaving our range.



CHANGE: PROTEIN PASTA PACKAGING UNITS



We are gradually converting Byodo Protein Plus Pasta to a new packaging unit: the previous 12-piece carton is being changed to a 6-piece carton. This adjustment allows for more flexible ordering, reduces stock-holding risk, and makes everyday shelf restocking easier. Product quality and the range naturally remain unchanged.

	MAKKARONI, PROTEIN PLUS, 400 g	TROTTOLE, PROTEIN PLUS, 400 g	FUSILLI, PROTEIN PLUS, 400 g
Item no.	14950	14970	14960
Pack size	400 g	400 g	400 g
Case (VPE)	6 x 400 g	6 x 400 g	6 x 400 g
EAN	4018462149508	4018462149706	4018462149607
RRP in €	3,99 €	3,99 €	3,99 €

Stronger Together

HOW WE'RE DRIVING SELL-THROUGH FOR THE NEW CHICKPEA CAKES



PR

Offline & direct mailings
-
online PR activities



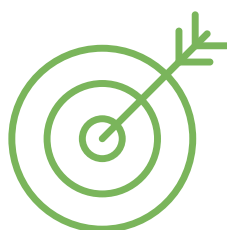
SAMPLING

Selected product
sampling boxes



ONLINE

Banner campaigns
-
partnerships with
online platforms
-
competitions



**YOUR SHELF.
OUR SUPPORT.**

TRADE FAIRS

Participation in relevant
trade fairs

BIOFACH

into organic



BYODO NEWSLETTER

High-reach mailings
with strong
open rates



SOCIAL MEDIA

Facebook & Instagram
campaigns
-
Influencer-
partnerships

POS

Strong activation with
clear promotions
-
eye-catching
themed displays



You can find all the information you need here: <https://www.byodo.de/en/b2b/>

Our current product range overview and new product information, offers and promotions, as well as our latest image and text content are available for you to download in the marketing kits.

NAME	ITEM NO.	PACK SIZE	CASE (VPE)	EAN	VK
CRUNCHY NOVELTIES					
CHICKPEA CAKES DARK CHOCOLATE-COCONUT	25180	65 g pack	12 x 65 g	4 018462 251805	1,61 €
CHICKPEA CAKES WHITE CHOCOLATE	25170	65 g pack	12 x 65 g	4 018462 251706	1,55 €
PROTEIN PASTA – PACKAGING UNIT CHANGE					
MAKKARONI, PROTEIN PLUS, 400 G	14950	400 g	6 x 400g	4 018462 149508	2,49 €
TROTTOLE, PROTEIN PLUS, 400 G	14970	400 g	6 x 400g	4 018462 149706	2,49 €
FUSILLI, PROTEIN PLUS, 400 G	14960	400 g	6 x 400g	4 018462 149607	2,49 €



→ Do you have any questions, requests or suggestions? Don't hesitate to contact me!



Martina Pillris

Key Account Manager
Private Label and Export
Tel.: +49 (0)8631/3629-61
E-Mail: pillris@byodo.de