

FOOD INNOVATION IN BREMEN

HANSE KITCHEN FOOD HUB BREMEN

AN INCUBATOR FOR GROWTH AND COMMUNITY IN THE
FOOD START-UP SCENE

24. AUGUST 2022 – CHRISTIAN HOLZ

**READY
FOR**



**START-
UP!**



BREMEN - F&B INDUSTRY

- The food & beverage sector is the second largest industry in Bremen
- Including wholesaler, it has almost 10,000 employees.
- Its turnover is around 2.5 billion € per year
- The food industry accounts for around 30 % of all Bremen's imports and just under 10 % of its exports



BREMEN - F&B INDUSTRY

- Both cities with a traditional food & beverages industry (e.g. coffee, beer, cocoa, fish, tea)
- Bremen is a capital of brands:



- Headquarter (German, DACH, European) of several international Food Companies



- 250 companies - 188 in Bremen (city) and 62 in Bremerhaven



ASSOCIATION REPRESENTING THE INTERESTS OF THE FOOD INDUSTRY IN BREMEN AND BREMERHAVEN



BREMEN - COFFEE

- Almost every second coffee bean is imported to Germany via the Bremen ports
- Nearly 20 % is coming from Vietnam (approx. 1,75 Mio sacks)
- Leading national and international Coffee Brands are based in Bremen (Jacobs, Senseo, Melitta)
- An increasing number of small roasters



BREMEN - FISH

- Bremerhaven is the largest fish processing location in Germany (50% market share)
- From Bremerhaven to the world: Iglo and Frosta produce 2.7 billion fish fingers here every year, which are exported to around 20 countries



BREMEN - BEER

- Traditionally, Bremen has always been a location for breweries
- Beck's exports are going all over the world to more than 120 countries
- New craft beer breweries continue with Bremen's beer tradition



BREMER
BRAUMANUFAKTUR



FREIE BRAU
UNION
BREMEN



STRONG FOOD R&D COMPETENCE IN BREMEN



FOOD STARTUP STUDIES

Was macht die bremische Nahrungs- und Genussmittelwirtschaft aus?



WFB Wirtschaftsförderung
Bremen GmbH
Wir schaffen Perspektiven ✓

NaGeB

CRiE Centre for Regional and **Innovation** Economics



„Food Hub & Think Tank Bremen“

Durchführbarkeitsstudie Konzept
„Food Hub & Think Tank Bremen“

„Bewertung und Analyse des Potenzials eines Dienstleistungs- und Infrastrukturangebotes, das Food Start-ups in Bremen investieren lässt“



Europäische Union
Investition in Bremens Zukunft
Europäischer Fonds für
regionale Entwicklung

Erfahren Sie mehr über
die EFRE Förderung
im Land Bremen
www.efre-bremen.de



MAIN PROBLEMS OF FOOD STARTUPS



Production
Facilities



Experts
&
Network



Financing
&
Investors

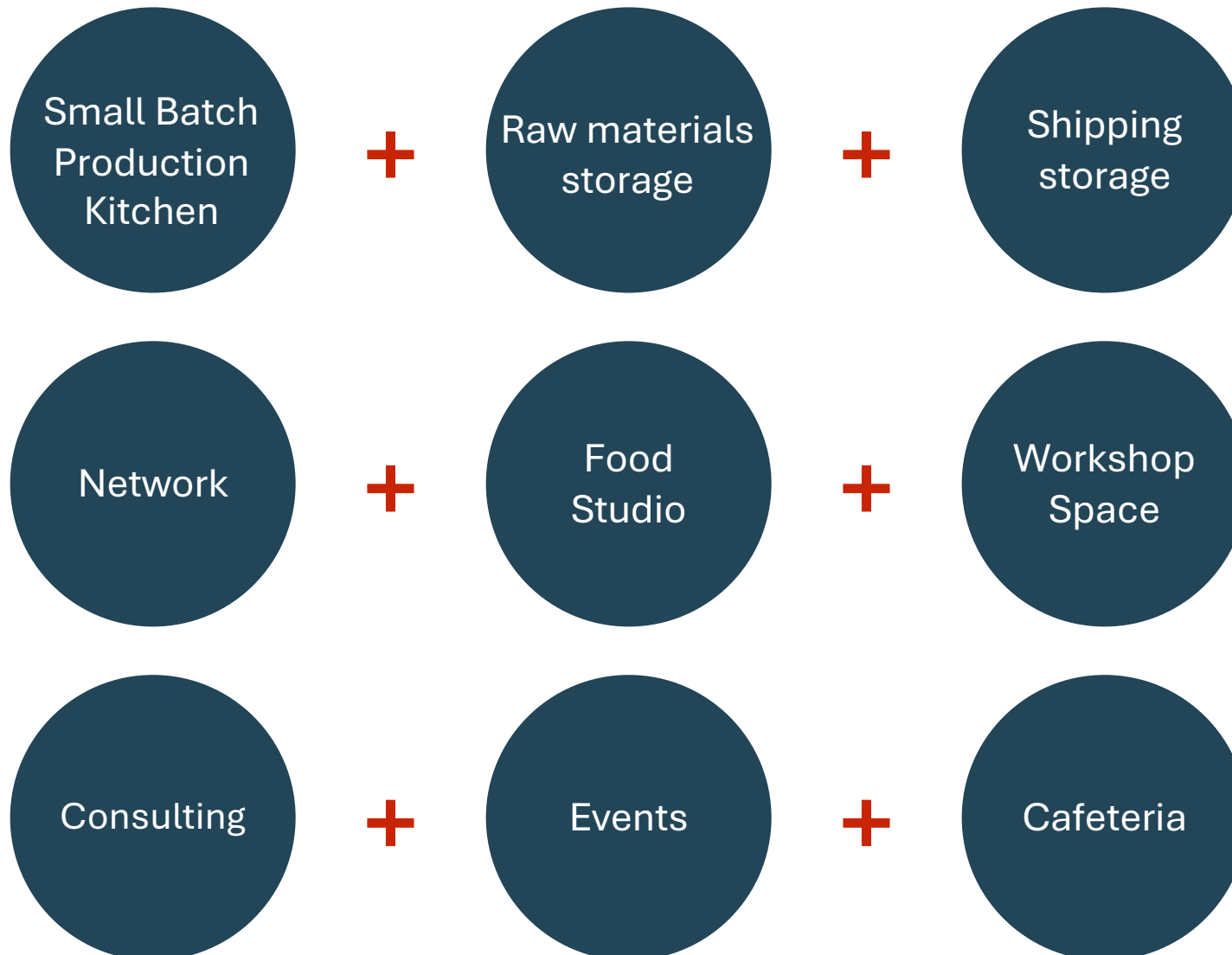
HISTORY OF FOOD HUBS



Food Production Units



WHAT DOES A FOOD HUB OFFER?



THE IDEA FOR BREMEN

“

Implement a Food Hub in Bremen:

- Possibility for startups to create, produce and store their products
- Renting (parts of) a kitchen, for simultaneous multiple use and multi-purpose
- With co-working space, network, consultancy possibilities

SUSTAINABLE, INNOVATIVE, INTERNATIONAL

THE GOAL

- Supporting startups during the process of founding
- Structural change for new founders
- Making Bremen more attractive and more visible (as the center for food as it is)
- F&B innovations, ideally continuing the F&B tradition of Bremen
- Facilitating and strengthening the network (startups, established companies)
- Establishing a structural supporting system, for synergies and partner networks

OUR TARGET GROUP

FOOD & BEVERAGE PRODUCTION

Food Startups



HANSE KITCHEN

Food Hub Bremen

**READY
FOR**



**START-
UP!**

WHAT DOES HANSE KITCHEN OFFER?

- Two locations for production, as well development of products and recipes, room for tastings and co-working, workshops and events
- Startup advice through Accelerator programme
- Networking events
- Support for trade fair presence for startups



WHAT DOES HANSE KITCHEN OFFER?

LOCATIONS

Food Studio



Production Kitchen



 Küchennutzung

 Co-Working

 Workshops & Events



 Produktionsküche

 Verpacken & Konfektionieren

HANSE KITCHEN FoodTable

- For founders of food start-ups in Bremen and all interested parties
- Keynote speeches by experts, exciting input from the community, tastings and pitches
- Strengthening the network and identifying possible cooperations
- Once a month in cooperation

with  **STARTHAUS**
Bremen & Bremerhaven



INCREASING STARTUP COMMUNITY



SOUNDFOOD

DIE SIRUPMANUFAKTUR



guteseis

PARU
té

**FLORAL
FOOD**

handmade with love

TEE 
BRAUEREI

HARVEST
REPUBLIC
THE TASTE OF REVOLUTION



**che
WOW®**

CAVUMI

BETTERGY



MAEMANI®



INITIATORS, SUPPORTERS & NETWORKPARTNER



Die Senatorin für Wirtschaft,
Arbeit und Europa

M3B



calicons



ttz Bremerhaven



WFB





HANSE KITCHEN

Food Hub Bremen

Startup projects with the following focus areas will receive special support from HANSE KITCHEN

Sustainability

- Regional agricultural ingredients (e.g. hemp, fava bean, lupin)
- Organic-certified food
- Food waste reduction
- Social Entrepreneurship

Innovation

Within traditional industries of Bremen:

- Coffee
- Fish
- Chocolate
- Tea
- Grain & Cereals
- Spices

Alternatives

- alternative protein sources
- healthy alternatives
- sugar, salt, fat reduction
- functional foods

Scalable

- Potential for scalability should be available incl. critical consideration of the existing competition and the USP.

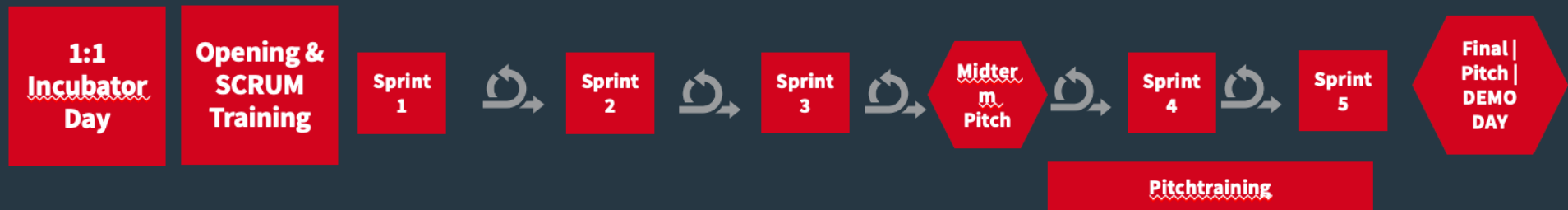
ACCELERATOR Batch #0



equihub



Zugang zu Bremer Food-Netzwerk, Co-Working (pro Team 1 Schreibtisch + Nutzung FoodStudio) & bis zu 5 Tage Nutzung der Produktionsküche, bei Bedarf Weekly JourFix Sessions, individuelle Consulting-Tage je Team



Food Know-How



Gemeinsame Veranstaltungsformate oder individuelle Beratungen



Our Accelerator Start-ups

SOUNDFOOD



**pari
té**



?



STARTHAUS
Bremen & Bremerhaven



**HANSE
KITCHEN**
Food Hub Bremen



www.hansekitchen.de

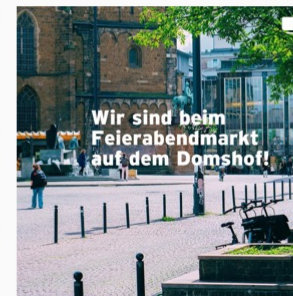
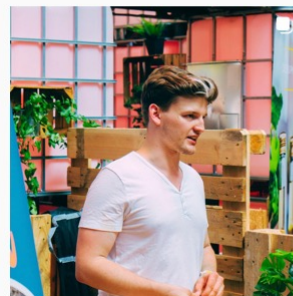
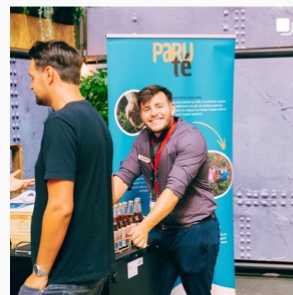
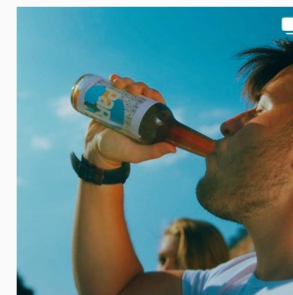
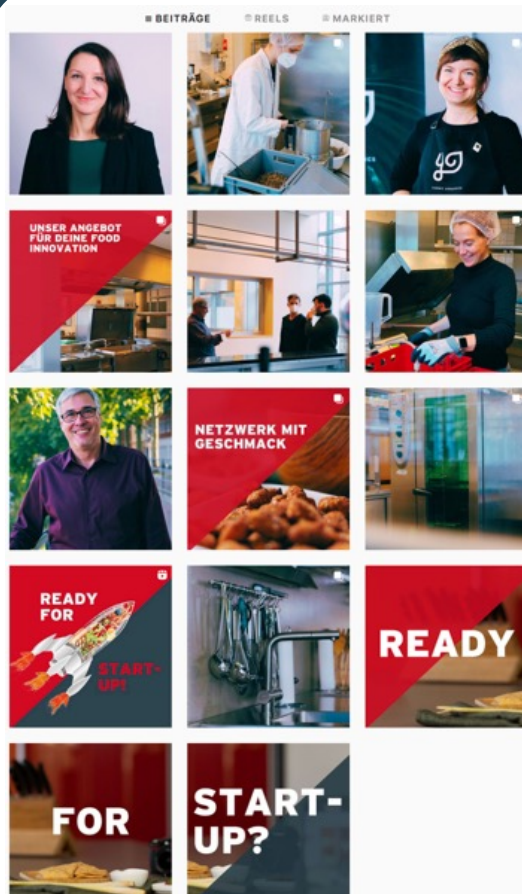
Follow us on SOCIAL MEDIA





HANSE KITCHEN

Food Hub Bremen



WHAT'S NEXT?

- Communicating the opportunities that HANSE KITCHEN offers, nationally & internationally
- Establishing a “Food Competence Center” in Bremen
- Continuing with F&B specific network events, informing about possibilities for advanced vocational training, etc.
- Annual Food Startup Accelerator Program
- Investments in food production equipment and facilities
- Build up a new facility for all Food Startup activities “under one roof”

OUR OFFER FOR YOUR F&B COMPANIES

- Use our long expertise and knowledge in the different kind of F&B Sector
- Transfer your knowledge and expertise to Bremen
- Invest in Bremen and produce for the European Market with ingredients from Vietnam
- Produce in Bremen with regional ingredients and export to the Asian Market
- Found your Food Startup in Bremen

WE SUPPORT YOU

- We connect you with our excellent Startup and F&B Network
- We establish contacts with the approval authorities
- We support companies with our sector-related business and technology networks
- We promote the exchange and the development of cooperation
- We will support you to find suitable office, laboratory or production space

WELCOME IN BREMEN

**READY
FOR**



**START-
UP!**



CONTACTS:



Christian Holz
Project Leader
HANSE KITCHEN Food Hub Bremen
hallo@hansekitchen.de
+49 1523 4031748



Hans-Georg Tschupke
Head of Department
Department for Industries, Innovation
and Digitization
Free Hanseatic City of Bremen
Ministry of Economic Affairs, Labour and Europe
hans-georg.tschupke@wae.bremen.de
+49 421 361 322 95