

Pop-Bugs-Burger: the sustainable interpretation of the classic

Burgers have long been one of the world's most popular food innovation. With its Pop-Bugs-Burger, Micarna shows what is possible today in culinary terms with alternative protein sources at the «Taste 19» special exhibition.

Burgers are popular. The combination of a fresh bun, natural ingredients and delicious sauces is simply irresistible. The simple fact that you can eat a burger with your hands means pure joy for many of us. Thanks to the new Pop-Bugs-Burger, Micarna offers all burger lovers a new, sustainable alternative to conventional beef burgers. Whereas around 40 percent of the raw material in meat processing can be used for a classic beef burger, the new Pop-Bugs-burger utilises an impressive 100 percent of the insect. Made of over 30 percent mealworm larvae and quinoa, the tasty Pop-Bugs-Burgers are garnished with fresh lettuce, tomatoes and onions. Not forgetting a delicious, spicy sauce of course.



Pop-Bugs-Products from Micarna at Anuga 2019

Anuga is the world's largest trade fair for food and beverages. Every year around 170,000 visitors flock to Cologne and are taken on a culinary journey by over 7,500 exhibitors. With its Pop-Bugs-Products, Micarna presents its range of alternative protein sources and makes two surprising contributions to the «Taste 19» special innovation exhibition. Anuga takes place from 5 to 8 October 2019 in Cologne. The Pop-Bugs-Products from Micarna will be on show at the «Swiss Pavilion»: Hall 3.1 / Stand D067

www.anuga.de

Brief profile of Micarna

The companies in segment 1 of M-Industry produce high-quality meat, poultry, fish and egg products. Founded by Gottlieb Duttweiler in 1958 in Courtepin in Friborg as a Migros meat processing plant, the group of companies now includes the Switzerland-based companies Favorit Geflügel, Fleury, Lüchinger + Schmid, Maurer Speck, Mérat & Cie., Micarna, Natura Bündner Fleischrocherei, Optisol, Rudolf Schär and Tipesca. In addition, the Germany-based companies Oberschwäbische Geflügel GmbH and KM Seafood are also part of the Group. Thanks to state-of-the-art manufacturing facilities and the highest standards in the areas of hygiene, product safety and occupational safety, the companies achieve top quality. The companies consistently advocate species-appropriate husbandry and low-stress transport of the animals and ensure that the origin of each individual product is completely traceable. In 2018, segment 1 of M-Industry achieved a turnover of 1.7 billion francs with over 3,000 employees.

www.micarna.ch

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