



## AUSTRIA

By Stephan Pirker, Mag. CASH

### RETAIL HIGHLIGHTS

The main retail trends in Austria are: the combination of brick and mortar business with online trade, the union of **food trade with gastronomy**, growing market concentration after the bankruptcy of the food retailer "Zielpunkt", and the expansion of opening hours.

### CONSUMER HIGHLIGHTS

The current trends for consumers are: the expansion of fresh, ready-to-eat convenience products, the increase in self-check-out counters and **digitalization** (mobile phone payments, electronic shelf labeling, iBeacon), the labeling of **origin**, regionality.

### TREND 1: REGIONALITY

The improvement of production technology gives rise to more natural products.

#### ÖLZ MILK ROLLS

Brand: Ölz

Launch date: 06/2015

Category: Grocery

Family: Bread making

**General description:** Ölz Milk Rolls are the first yeast dough pastries in Europe not made of milk powder but of fresh milk from the Austrian Alps. Therefore they are very soft and fluffy. The company invested 22 Million Euros in a new plant to improve its milk rolls.



**Why is this product a success?** The fine and tender yeast dough pastries can be eaten at once and therefore are particularly suitable as breakfast or break snack. They are practical because they come in a reusable bag. Ölz uses only natural materials of local origin.

### TREND 2: SUPERFOODS

A single product fulfills several dietary needs.

#### NÖM FASTEN PROTEIN DRINK

Brand: NÖM

Launch date: 03/2015

Category: Grocery

Family: Milk

**General description:** One drink (250 g) contains 25 g of protein.

This is equivalent to 50 percent of the human dietary requirement for protein. The drink is based on concentrated skimmed milk with a fat rate of only 0.1-0.2 percent. The NÖM fasten Protein Drink is available in 4 flavors: vanilla, chocolate, cappuccino and banana.





**Why is this product a success?** The NÖM fasten Protein Drink is a source of protein of high quality and helps to keep fit. The drink is made from ultra high temperature milk (UHT milk) and can therefore be stored unchilled.

### TREND 3: NEW TECHNOLOGIES

Fresh regional ingredients gain more and more importance.

#### RAUCH JUICE BAR

Brand: Rauch

Launch date: 04/2015

Category: Fresh products

Family: Other non-dairy fresh produce

**General description:** Rauch Juice Bar is a range of cold pressed fruits and vegetables juices. The fresh juice bottles are submerged in a high pressured water tank (6,000 bar), thus eliminating all bacteria but preserving taste, color, vitamins and nutrients. The juice is not heated and does not contain additives.



**Why is this product a success?** The 5 varieties of the juice were developed in the Rauch Juice Bar in Vienna. They are very creative, e. g. orange & coriander; pineapple, spinach & chili or red beet & basil. Now these juices are also available in stores nationwide.

### NEW RETAIL CONCEPT

Producers market their products directly to consumers via their online stores.

#### OTHER MAJOR RETAILERS

**Hausbrot.at:** This Company delivers not only newspapers but also breakfast to your door every morning.

#### DO NOT MISS

**Merkur Hoher Markt in Vienna:** A premium food store in downtown Vienna covering three floors. It is the flagship store of the retail chain Merkur that opened in 2012.

**Interspar Sillpark in Innsbruck:** This is a hypermarket located in the shopping-center Sillpark. It re-opened after a big refurbishment in October 2015.

**Meinl am Graben in Vienna:** Another premium food store in downtown Vienna also hosting gastronomy. It is a very traditional store, opened in 1950, with a long history.