

German Potato Chips – Straightforward Design Brings Popularity

PUBLISHED BY
POTATO PROCESSING INTERNATIONAL
JAN/FEB 2015



The [potato chips](#) industry in Germany was established approximately fifty years ago. The idea of mass production came from two separate trips to the US. Both trips led to founding lucrative family businesses, which became highly recognizable in the European [snack industry](#): Intersnack Knabber-Gebäck GmbH & Co KG and Lorenz Bahlsen Snack-World GmbH & Co KG. Both companies hold several well-known brands.

Privately owned Intersnack Group is one of the leading manufacturers of savory snacks in Europe. Their most popular potato chips brands in Germany are Chio, funny-frisch and Pom-Bär.

Chio Chips was created in 1962 by the von Opel family. The name Chio originates from the first letters of their names: Carlo, Heinz and Irmgard von Opel. The family grew potatoes and after an Irmgard's trip to US, homeland of the potato chips, they started to produce this popular snack. It was the first German potato chips brand.

Chio's signature color is bright red. The design of the packaging has the same elements from 1999 and, until 2011, it is refreshed regularly every three years. As the 2014 passed by and a bag remained the same, it is possible that in 2015 the new updated design will follow. Although the basic line remained

the same they put some new additions to their portfolio.

It is said that the presence of American soldiers in post-Second World War Germany created a demand and Heinz Flessner established the first Potato Chips company in Germany.

“Girly” chips

In 2014, they launched the Chio Exxtra Deep line with two new flavors, Sweet Chili and Grilled. It is a premium line of a very thick and wavy cut potato, packaged in very dark brownish-black bags. A somewhat unusual choice of color, but it gave the product good and straightforward look.

The brand also re-launched a special edition of gender-specified snack girls’ night - Creamy Paprika and boys’ night - Flamed BBQ. According to Chio, girls prefer mild notes, while boys love intense flavors and meat. It would be interesting to find out if this move repelled men from buying the “girly” chips, and the other way round, because the pictograms on the packages were unambiguous - crossed female and male pictograms saying “just for men” and “just for women”. It was a smart move to build media coverage, but, with the rise of gender equality awareness, a pretty risky one.

Batch fried chips

The story of the funny-frisch, the Intersnack’s most popular snack brand in Germany, starts in 1968 with the introduction of the classic paprika flavored “Chipsfrisch Hungarian style potato chips”.

The first bag of classic Chipsfrisch was made with red and green colors. These colors are later applied on the funny-frisch logotype, with white letters and a border stroke. The colors of the package were made darker and more saturated, which allowed bright yellow brand name Chipsfrisch and the pictures of chips to pop-out.

Another funny-frisch brand is Kessel Chips. It is a new kettle type chips range. They launched it as an answer to the demands of the consumers for premium and [healthier snacks](#). They are thicker and crunchier than regular chips and are cooked individually in batches rather than in a standard continuous flow machine. This kind of potato chips is usually packaged in bags with a matte finish. The design of this “culinary delight” follows the story of premium product with earthy, soft colors and “rustic” typography.

Playful design

Pom-Bär is a potato snack in the shape of a bear. The brand’s main target groups are children. The “potato bear” was born in 1987 and since then it has evolved from small round yellow bear to an active, slimmer and taller bear with a crown and a neckerchief.

Although the design primarily aims children, with yellow mascot and a bear shaped chips as the main elements, the more subtle part of the design targets the parents. One can see rather big elements saying this product is gluten free and doesn’t contain artificial colors or flavors. Playful and smart design appealing to consumers and buyers at the same time.

Global player

Lorenz Snack-World was established in 1889 by Hermann Bahlsen. In 1951 the company introduced Europe’s first automatic chips machine. It is said that the presence of American soldiers in post-Second World War Germany created a demand and Heinz Flessner established the first Potato Chips company in Germany. Bahlsen bought shares in Flessner KG and started distributing potato chips in 1964 under the Bahlsen brand. In 1993 they restructured into the segments of “sweet” and “snacks” and in 2001 snacks legally became known as Lorenz Snack-World. Today this company exports snacks in over 80 countries around the world.

Simple design

Their most popular potato chips brand is Crunchips. It seems that red is the color of choice for German manufacturers, because this brand also chose it as the signature color. Crunchips also has the newer x-cut range with blue base color and Crunchips Light in light blue. The packaging design is very simple with several big chips and illustration of the flavor. The brand name is quite big and easily recognizable on the market shelf.

“Rural and delicious”

The existing Lorenz brand logotype was made by the illustrator and logo designer Peter Langpeter for Pahnke Markenmacherei Agency. They have been developing Lorenz brands and design since 1990s. They made several packaging designs for Lorenz, including for Lorenz Naturals range and a new commercial for Lorenz HofChips range.

The Lorenz Naturals line was launched in 2006 and it is regularly extended. The newest addition to the range is the sun-dried tomato flavor. Like the Kessel chips, this bag also has a mat finish and chosen colors are natural, sophisticated and soft. Lorenz HofChips is the newest addition to their large snack portfolio. These [kettle cooked potato](#) chips are advertised with three words in mind: rural,

hearty and delicious. It is made from potatoes from three German regions: Lüneburger Heide, Oberpfalz and Niederbayern. German consumers add great importance to the origin of products. It is beginning of the year, but HofChips is already voted for Product of the Year 2015 in the snack category, an award which they proudly put at the product bags.

Following the trends

Germany is one of the fastest growing snack markets in Europe. Leading domestic players, Inter-snack and Lorenz, offer a wide variety of brands and products. German producers aren't the only one that prosper from great demand. Kellogg's Pringles and Lays and Walkers, both Frito-Lay's brands, are also popular among consumers.

Those who like premium and more exclusive products choose [American Kettle Chips](#) and British Tyrell's or chips from smaller German producers like Lisa's or Land Kartoffel Chips.

It seems that red is the color of choice for German manufacturers, because all first brands chose it as the signature color.

For example, the Land Kartoffel Chips are sold only directly to consumers at the local farm shops.

All producers respond to the increased demand for healthier, premium varieties. The biggest manufacturers quickly included this kind of products in their portfolios. The smaller ones can also prosper from this trends, by offering organic, natural products with known origins and by investing in branding that will help them emphasize their qualities and find their clients.





Chio Chips: the latest iteration of the design made in 2011



Chipsfrisch: the first package design led to the design of the funny-frisch logotype



Kessel Chips: rustic, kettle type chips for more sophisticated snacking



Pom-Bär: products for children often have a mascot to make a connection



Lorenz Naturals: subtle design for subtle flavors



Lorenz Hof Chips: brand strategy illustrated on the package



Lorenz Hof Chips: brand strategy illustrated on the package

POTATOBUSINESS

D I G I T A L

First standardized digital magazine for potato industry in new format - EPUB, for tablets and mobile phones.

- responsive
- accurate positioning
- animations
- buttons
- hyperlinks
- slideshows
- galleries
- video
- audio



approved by the International Digital Publishing Forum
available online @ www.potatobusiness.com