

Mainz, 31.03.2026

## TASTE THE POWER OF FOOD – MOGUNTIA FOOD GROUP UNVEILS NEW BRAND IDENTITY AND STRATEGIC DIRECTION

The MOGUNTIA FOOD GROUP announces a significant milestone in its company history: the introduction of a new brand identity, including a redesigned logo, and the launch of its guiding philosophy, “Taste the Power of Food.”

This development marks the evolution of over 120 years of expertise, where tradition meets forward-thinking innovation. At the core of the new positioning is a clear focus on creating distinctive “Mmm moments” – authentic taste experiences that resonate with consumers, inspire emotional connection, and drive lasting brand loyalty.

As part of this transformation, MOGUNTIA has also relaunched its social media presence across Instagram, LinkedIn, and TikTok, strengthening its role as a modern, insight-driven partner for the food manufacturers.

A key highlight is the introduction of the “Global Taste Tracker” on LinkedIn – a unique and forward-looking content format. With this initiative, MOGUNTIA becomes the first company in the food sector to publish concise, data-driven taste insights, setting a new benchmark in the food business by translating global market research into clear, forward-looking perspectives on emerging flavour trends across regions and applications.

Press Release



By sharing these insights, MOGUNTIA positions itself not only as a manufacturer, but as a strategic advisor – supporting customers in identifying relevant trends, understanding consumer preferences, and translating them into successful product concepts.

With four production sites across Germany, Austria, Switzerland, and the UK, and a comprehensive portfolio ranging from stock cubes and bouillons to sauces, marinades, and seasoning blends, MOGUNTIA continues to combine quality, innovation, and market intelligence to deliver tailored private label solutions worldwide.



David Leigh, Marketing Director at MOGUNTIA FOOD GROUP, comments: “‘Taste the Power of Food’ is more than a claim – it reflects how we think about flavour today. By combining our heritage with data-driven insights and a clear point of view on global taste trends, we empower our partners to create products that truly connect with consumers. With our new brand identity and initiatives like the ‘Global Taste Tracker’ Chart, we are taking a decisive step forward in shaping the future of flavour.”

**Visit MOGUNTIA FOOD GROUP at PLMA in Amsterdam from May 19-20 2026, and discover its new concepts and the comprehensive private label capabilities.**

**MOGUNTIA FOOD GROUP will be located at stand 3.D43.**