

## KuchenMeister Expands Its Product Range with New Pastry Varieties and Convenience Solutions

**Soest, March 26, 2026** – At the PLMA 2026 trade show, KuchenMeister will showcase the expansion of its portfolio in the self-service baked goods segment. The new products include items in the categories of cookies and dessert cakes, as well as a specialized solution for air fryers.

### Expansion of the Cookie Segment

In the long-life baked goods category, KuchenMeister is introducing a new line of soft-baked cookies. These are available in two varieties: “Double Choc Cookie” and “Chocolate Chip Cookie.” Both varieties contain 12% chocolate chunks. The product will be launched in packages containing three cookies per pack.



### Expansion of the Puk's Brand

The Puk's brand's line of dessert cakes is being expanded to include an “Apple Pie” variety. The pastry consists of a shortcrust pastry, an apple filling containing 28% fruit, and a crumble topping. The product is available in a 4-pack for grocery retailers.



### New Product Launch in the Convenience Food Category

In response to the growing popularity of air fryers in households, KuchenMeister will launch “Air Fryer Croissants” in mid-May 2026. The baked goods, packaged in a convenient pouch, come with optimized preparation instructions for the air fryer, specifying a baking time of two minutes. They will be sold in packs of five.



With these new product launches, the company is responding to current trends in the food market, particularly in the shared-consumption and quick-prep segments.