

Why do CARRERA Powerfood Experts eat jellyfish salad in China – and how do retailers benefit?

Every day brings fresh news about innovative products that are all set to conquer the market. When it comes to marketing their wares, companies always put their best foot forward, leaving retailers the 'simple' task of persuading consumers to buy. But usually, even retailers find it hard to see how products differ and what specific benefits they offer. So for vendors and buyers alike, deciding which products to choose is not an easy decision.

As a reliable product partner to customers and the trade, CARRERA endorses the overarching theme of Powerfoods as part of its strategic activities. "Our kitchen appliances are configured for maximum performance and focus," explains Bastian Kühl, partner and brand manager at CARRERA. "The same goes for the food they create, which is focussed, nutritious and delicious."

The brand's approach has nothing in common with that of amateur chefs who season their ingredients' natural flavours into oblivion, then spend hours cooking them. It's about getting back to what eating actually is, namely refuelling with energy. It's about making delicious, healthy food part of everyday life – quickly, and without complicated recipes. In that sense, Powerfoods are not a trend but something that exist all over the world, and always have done. It means food that is authentic, suits your needs, and makes the perfect fuel for your own personal race. Right on your doorstep, worldwide.

The brand's communication strategy has an equally rigorous customer focus. The marketing team uses regular monitoring and keyword analysis activities to identify the needs of its target audience. "We enhance our product messages with topics people can relate to," explains Mr Kühl. "From healthy, fast recipes to styling tips, we focus on what users need, not on the appliances. That's the only way to reach every single customer and bring them on board, together with their individual expectations."

From now, the CARRERA Powerfood Trip will be making the brand even more experimental and authentic. The first stop is Hong Kong, where experts will report straight from the Chinese markets on Hong Kong Powerfood as cooked by, and with, the locals. High-impact images will enable customers at home to share in the Powerfood experience "We want to emphasise that all over the world – not just in Hong Kong – healthy food can be not just tasty and healthy, but part of daily life too," explains Bastian Kühl. "And all without effort, long

recipes or food trends. We're going back to basics in nutrition and food preparation, back to the original core task. That way, both the appliance and the ingredients can deliver optimal taste and optimal performance."

As an ambassador for CARRERA Powerfood, you naturally have to try jellyfish salad too. The dish is low in fat, rich in iron and selenium – and a firm favourite on Hong Kong's menus.

What's in it for retail? As every salesperson knows, you need sound arguments to sell a brand to customers as a competent kitchen partner. With its fascinating product-related stories, CARRERA not only supports sales people, but invites customers to immerse themselves in the big world of a lifestyle brand too.

"From online to high street, all our communication activities reflect these clear Brand Experiences" says Bastian Kühl. "Our Powerfood Workshops at local retailers, our Styling Events, the recipe database and online magazine ... and now the launch of our fascinating Powerfood Trip, which feeds directly into our customer-centric communication strategy."

So what does jellyfish salad taste like? Why will the Powerfood Trip be continuing after Hong Kong, and where will it be stopping in Germany? As of September, CARRERA will reveal all, both in the online magazine and on social media.

We warmly invite you to meet our Powerfood Experts live at IFA 2017 (**Hall 5.1, Booth 109**) for vitamin drinks and healthy snacks – but no jellyfish salad.

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For images and details of all products, visit:
<https://www.carrera.de/de/presse.html>