

endori

Press release

amidori is now endori. On good grounds.

“When life gives you lemons, make lemonade”. But what about when it gives you peas? endori knows the answer: “We’ll use them to make tasty, plant-based meat substitutes. And now we’re even using them in our brand name.”

When environment and taste go hand in hand.

It was the company founder, Friedrich Büse, who created the original name amidori from the Japanese word midori, which means green and represents the concept of sustainability. The word fits perfectly to the approach because the belief that together a better world can be created is core to the company’s philosophy. Everything the company develops and produces is out of love for nature, animals and fellow human beings. With appetite for healthy and delicious food. Put simply: on good grounds.

Unmistakeable: now there are even peas in our name.

And yet, it wasn’t just the founders who liked the sound of amidori. Another European company with a very similar name recently got in touch with amidori. There was risk of confusion – at least in trademark terms. Because when it came to the products, the distinction is very clear: one makes meat from animals. endori, on the other hand, makes ‘meat’ from peas. And it was precisely this that inspired the new name – endo is also a Japanese word and means pea. Now with endori, there are even peas in the new name.

Out of endo and midori, endori was born.

The quality and taste of the products, together with the sustainable packaging with its highly recognisable factor known from the current brand presence (colour codes, fonts, imagery, product presentation) all remain the same. In this guise from now on it is endori who is delivering all the variety, texture and taste to your table with its delicious meat alternatives – from vegan burgers and sausages to pulled ‘pork’ and mince.

The new brand name will be communicated through a national campaign in Germany involving enormous advertising pressure across all channels.

endori

About endori

endori (originally amidori) was established in April 2015 in Bamberg by the Büse and Wedel families, with their love of good food and their hunger for a better future for animals, people and the environment. It now employs around 180 people working across two sites, making delicious plant-based food as an alternative to products of animal origin.

The company currently produces plant-based meat alternatives such as burgers, sausages, mince, kebabs and a great deal more, which can be used in virtually any dish as a foolproof alternative to meat. In terms of the raw ingredients, the focus is on high-protein plants, such as peas grown in traditional multiple-field crop rotation. The company deliberately chooses not to use soya, palm oil or artificial flavouring. In contrast to many of its competitors, endori also has no meat-processing firms in its entire supply chain – all the way from field to fork.

endori vegetarian and vegan products are available from retail outlets in Germany and from its own online store. They are also already being sourced by well-known food industry players and can be found in the food service industry, hotels, hospitals, schools, staff canteens and many other professional food-related contexts. For food retailing, direct distribution is carried out by Reichhold Feinkost GmbH (Feinkost Dittmann).

For more information, go to www.endori.com

Contact:

Andreas Müller

Tel: +49 951 – 917975160

Email: pr@endori.de