

Muttenz, 16 April 2025

## **Ditsch brings German pretzel tradition to Austria – grand opening at Vienna's main station**

**Germany's most popular pretzel is coming to Austria: Ditsch celebrates its successful market entry in Austria with the opening of its first store at Vienna's main station. The new location marks an important step in the company's further expansion.**

Whether on their way to work or between connecting trains, travellers and commuters will now find hearty pretzel snacks and sweet baked goods for every occasion at the new Ditsch in Vienna's main station: the new store offers a wide range of products, including classic pretzels, pizza snacks, sandwiches and croissants as well as hot and cold beverages. All pretzels are made in-house and are freshly baked in the store.

"We're particularly proud of the fact that we're celebrating our entry to the Austrian market at Vienna's main station," says Sarah Johannes, Director Concept & Brand at Ditsch. "We believe that our unmistakable product range, coupled with our long-standing tradition, opens up enormous potential for positioning Ditsch successfully, both at this central location and in the Austrian market as a whole."

With a wide range of pretzels and snacks, Ditsch has been operating successfully in Germany for over 100 years and has more than 170 sales outlets. "We're delighted to be able to welcome a brand as steeped in tradition as Ditsch to BahnhofCity Wien Hauptbahnhof. With Ditsch, we have gained an established partner that meaningfully complements the range of products and services available to our neighbours and passengers," say Claudia Brey and Erich Pirkel, the managing directors of ÖBB-Immobilienmanagement GmbH. "The opening of Ditsch at Vienna's main station is further proof that BahnhofCity is not only an important transportation hub, but also an attractive place of commerce with international appeal."

Pretzels are becoming increasingly popular around the world. Ditsch recently celebrated its successful entry into the Mexican market with a shop-in-shop at OXXO, a Mexican retail chain. Ditsch also supplies its pretzels to wholesalers in 38 countries around the world.

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**About Ditsch**

The Ditsch bakery was founded in Mainz in 1919 and has developed over the past century into one of the leading suppliers of pretzels, which are popular in heavily frequented locations throughout Germany. In addition to classic pretzels, Ditsch's range includes a wide selection of pretzel specialities, pizza snacks, croissants and other savoury and sweet baked goods – for a snack or as something more substantial. The offer is complemented by a wide range of hot and cold drinks.

Ditsch attaches great importance to innovation and is constantly expanding its range with new varieties and seasonal products. The high-quality pretzel products are produced at Ditsch's own production facilities in Germany and are then freshly baked on site in order to offer customers the best quality at all times. Ditsch has been part of the Valora Group since 2012 and is represented in Germany with over 170 outlets in central locations such as city centres, shopping malls and railway stations. In January 2025, Ditsch opened its first overseas sales outlet as a shop-in-shop at leading Mexican retail chain OXXO in Monterrey, Mexico.

More information is available at: [www.ditsch.de](http://www.ditsch.de)

**About Valora**

Each and every day, around 15,000 employees in the Valora network strive to brighten up their customers' journey with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. The approximately 2,800 small-scale Valora Group sales outlets are located in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes avec, k kiosk, Press & Books, BackWerk, Ditsch, Brezelkönig, Frittenwerk, Caffè Spettacolo and the popular own brand ok.– as well as a steadily growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. The Valora Group has its registered office in Muttenz in Switzerland and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at: [www.valora.com](http://www.valora.com)