



Success Story

Vegan Jackfruit Burger

Perfect matchmaking paves the way for innovative products with great market potential

Dried pineapple, King coconut water and pickled jackfruit are just three examples from the joint product portfolio of the Sri Lankan company Worga Naturals and the German family-owned company H+T Feinkost. The Import Promotion Desk (IPD) played a matchmaking role in bringing the two innovative companies together. They have been working together successfully since 2019, continuously optimising and expanding their product range. The development of the jackfruit burger, a meat alternative with great market potential, is one result of this fruitful partnership.



Joint products from H+T Feinkost & Worga Naturals

- Pulled Jackfruits
- Tinned fruits e. g. pineapple, jackfruit, banana blossoms
- Dehydrated fruits
- Fruit powders
- King coconut water
- Coconut aminos seasoning sauce

Focus on high-quality raw materials

For more than 30 years, H+T Feinkost has been in the business of trading high-quality and unusual raw materials from all over the world. The company is also a producer of a wide range of frozen and fresh foods, as well as convenience products for the food service market. H+T therefore requires a constant supply of high-quality ingredients. But finding suppliers who can deliver reliably and meet the demands of the European market is not easy.

This is why the family business from Gütersloh has been working with IPD for several years. IPD supports H+T in its search for suitable partners. The advantage: IPD companies are carefully pre-selected and checked according to strict criteria. This preliminary work saves buyers such as H+T Feinkost a lot of time and money.

Based on H+T's specific product and quality requirements, IPD identified Worga Naturals as a suitable supplier.

IPD provides intensive export support to the Sri Lankan organic company. The business culture, product quality and working methods of Worga Naturals are well known to the IPD experts and they were identified as the ideal match for H+T Feinkost.

Worga Naturals is a grower, processor and supplier of fruits and spices, and places particular emphasis on strict quality controls to ensure that products can be seamlessly traced from cultivation to final product. Worga Naturals is also committed to fair treatment of its employees and smallholder farmers. It has a strong emphasis on the involvement of women in the company (90%) and cooperation with female farmers (60%).





Nishantha Jayathilaka
 Founder of
 Worga Naturals

»Thanks to IPD and H+T Feinkost, we have taken an enormous step forward. Today, 90 per cent of the direct exports we make go to the European market. Instead of 15 employees and a turnover of US\$120,000, we now have 60 employees and a turnover of over US\$1.5 million. This means we can assure the smallholder farmers that we will buy their crops all year round.«



Partnership on a level playing field

With H+T Feinkost and Worga Naturals, IPD has brought together two partners whose interests complement each other. They share the same values and objectives and can work well together as equal partners. To enable a smooth cooperation H+T Feinkost regularly visits Worga Naturals in Sri Lanka and the companies keep each other regularly up to date. Seeing each other at trade fairs is also always a great opportunity to connect.

Their belief in the great potential of jackfruit as a meat substitute unites them. Together, they aim to increase awareness and acceptance through innovative products. And it works.



Janna Villatoro Barrera
 CEO of
 H+T Feinkost GmbH

»With Worga Naturals, IPD has introduced us to a partner who is a perfect match for us. We share the same values and interests and are well matched on a personal level. The best proof of our successful partnership is our growing joint product range.«

Results

- Business deals
- Export volume
- Employee numbers
- Expansion of product portfolio

Innovative products from the jackfruit

The development of the jackfruit burger is a particular highlight of the partnership. The jackfruit is best known as a sweet exotic fruit. However, the unripe fruit can also be used to make food. It has a very fibrous consistency, which means that it can be used as a base to make savoury foods.

Worga Naturals was one of the first companies to recognise the potential of the jackfruit as a high-quality vegan meat alternative. However, their product - the pickled fruit - was initially met with little interest in the EU market.

The reason for this was that many Europeans were unsure about the correct preparation of jackfruit. A key challenge was the creation of a delicious, intense flavour from unripe, tasteless jackfruit. This was not easy and required some experimentation.

H+T Feinkost overcame the challenge by creating a vegan patty using Worga Naturals pulled jackfruit mixed with spices. The pre-cooked and deep-frozen burger patties have now been successfully launched on the food service market.

Ready-to-eat jackfruit products are also available from Worga Naturals. H+T Feinkost supports the product development with its experience in the food service sector and contributes its knowledge of the German market and taste preferences.

Both partners want to continue this fruitful collaboration. They are already planning further innovations for vegan meat alternatives.

More information:

<https://worganaturals.com>
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