GUSTAV GERIG

BEST HOME FOR FOOD BRANDS

3Bears

Porridge - just right

"**Porridge - just right**" - this is the claim under which 3Bears has been revolutionising the breakfast routine in German-speaking countries since 2016: with porridge - always **without added sugar** and **100% plant-based** - the German-British founding couple Caroline and Tim Nichols have built up their brand in recent years: Based on the British porridge tradition, the products are developed and produced in Germany - with the local oat flake as the "superfood" base. All 3Bears Porridge varieties have no added sugar (only fructose), have the **highest fruit content on the market** (sometimes more than 30 per cent) and are vegan (as long as they are prepared with water or plant-based milk alternatives).

With the "strong-as-a-bear" **Pocket Porridge** bars, 3Bears also offers the first "Porridge for your pocket": a delicious meal - especially satiating thanks to the high oat content and, of course, vegan.

A lot has happened in just a few years: Made famous by the TV show "Die Höhle der Löwen", the young company now has sales in the millions and is available in more than 6000 supermarkets in Germany.

Sustainability is a top priority at 3Bears. All products are packaged in **Green PE film**, a bio-based plastic made from sustainably grown sugar cane. In addition, the **plastic used is compensated** with "Plastic Bank" which means that more plastic is returned to the recycling cycle than is sold. With "**1% for the Planet**", 3Bears also donates 1% of its annual turnover to the protection and preservation of our environment.

Incidentally, the name of the company and brand comes from the English fairy tale "Goldilocks and the Three Bears", in which Goldilocks chooses the one that is "just right" for her from three different porridges.

Vegan

Porridge – 3 berries

Article: 113439

400gr
Pouch

Carton: **6 pieces**
Ethnicity: **Great Britain**
Product group: **cereals**
Commodity group: **CEREALS / FLAKES**
Country of production: **Germany**

GTIN CU: 4260462980586

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Ingredients / nutrition facts:
https://www.gerig.ch/tb/04260462980586/

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