

## Press Communiqué

### Surveys show: packaged foods on average twice as expensive

Protecting the environment tastes good – slicing food yourself instead of buying it pre-packaged / families who buy unsliced goods can save more than 1,000 Euros a year / a food slicer pays for itself after only a short time.

**Munich / Gröbenzell, 14th December 2016. Anyone who pays attention when shopping for food in supermarkets will often notice that fruit and vegetables, as well as cold meats and cheese, come packaged in all kinds of plastic. Plastic that damages the environment. "But even leaving the environmental issue to one side, the main thing is that it is expensive to buy pre-sliced and packaged food," says Michael Schüller, Managing Director of household appliance manufacturer ritterwerk. "If you slice your own food you protect the environment as well as saving money. On top of that you usually get higher quality and tastier produce if you slice your own."**

Whether it's salami, ham or traditional Gelbwurst (yellow sausage), statistics show that the average German eats four slices of cold meat per day. And just like other foodstuffs, this is more and more often pre-packaged. The problem is that ten or twelve slices of salami use a great deal of plastic packaging for a small amount of food. A family of four can consume more than 40 packs in a month. In addition, they will buy cheese and other packaged foods, many of which could be replaced with goods bought unsliced.

Another advantage of this is that food bought unsliced doesn't just taste better, it stays fresh for longer. Cold meat and cheese is much slower to dry out than if it is sitting pre-sliced in packaging. "A food slicer also allows you to cut wafer-thin slices. In addition, the equipment can be cleaned quickly by detaching the carriage and removing the blade," explains Schüller from ritterwerk, a company with decades of experience in manufacturing food slicers. And since the settings can be adjusted to produce exactly the slice thickness you want, it can also reduce consumption.

Products bought from the deli counter generate significantly less plastic waste. If you buy from the deli counter you not only benefit the environment, you often also have more money left in your pocket. The reason, as ritterwerk surveys have shown, is that ready-sliced cold meats and cheese cost twice as much. Taking salami as an example, a kilo of one organic brand sliced salami surveyed costs 39.90 Euros. The same amount of salami bought unsliced costs 19.90 Euros. Anyone who slices their own salami can save several hundred Euros per year – per person – depending on the variety bought. The lower price per kilo of unsliced salami is one reason for this; another is the fact that a pack of sliced salami often contains fewer, thicker slices for the same pack weight.

The same can also be seen for other cold meats and cheeses, as shown by surveys undertaken by household appliance manufacturer ritterwerk in a number of supermarkets and with online discount stores. The results showed that buying unsliced goods at the deli counter saves money. Because in addition to 30 kilos of cold meats, the average German citizen consumes 24 kilos of cheese per year.

Here too, the surveys revealed huge price differences in supermarket chilled produce sections. "On a yearly basis the potential savings for a family come in at well over a thousand Euros," says Schüller. Those who prioritise quality over price can do a different calculation, and invest the potential savings in higher-quality products that are locally or sustainably manufactured instead.

**About ritterwerk:**

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: [www.ritterwerk.com](http://www.ritterwerk.com)