

# Kéfirade

## PRESS RELEASE

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### *The company L'Atelier du Ferment introduces Kéfirade at the Sial exhibition 2024 : an innovation at the heart of the world's food supply*

A year ago, Kéfirade launched a new range of products. This year, the brand returns to SIAL 2024 with a major innovation: the ambient temperature Kéfirade in a 33CL format. Discover this revolutionary drink developed for international purposes and exports.

#### *Sial exhibition, a second year edition for L'Atelier du Ferment*

L'Atelier du Ferment will be taking part in the International exhibition of food supply (SIAL), located in Paris Nord Villepinte from **October 19th to 23rd, 2024**. It will be introducing the Kéfirade brand, including their latest innovation. Meet them in **HALL 5A - STAND P069**.

Every two years, SIAL, one of the world's leading food trade exhibitions, brings together food-processing industry professionals to discover the latest trends and innovations.

This exhibition is a great opportunity for Kéfirade to present its latest range of natural fermented beverages, made from kefir grains. Specifically created to meet the needs of the international market, the innovative drink, launched in September 2023, offers both room-temperature and long-life to the water kefir (2 years). A first on the current supply market.



Brewed by a team of experts in the north-west of France, Kéfirade offers a refreshing drink, 100% natural, alcohol-free and sugar-low.

The product range is composed of three flavors in 33 cl format : lemon, elderberry and ginger.

After Kéfirade won SIAL Innovation in 2022 with its chilled drink, Kéfirade presents its latest innovation at the SIAL 2024 Innovation Trophy.

The five-days program includes tastings, discoveries, conferences and meetings with professionals... a valuable schedule for Sylvie and Marjolaine.

#### *About L'Atelier du Ferment :*

L'Atelier du Ferment is a family business founded by Sylvie Hudel and Marjolaine Nantillet, mother and daughter. They are experts in the production of water kefir, an ancestral fermented beverage made from dried fruits and citrus. This beverage, being an healthy and low-sugar sparkling drink is a perfect alternative to industrial sodas.

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