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## Maresi brings taste, innovation and growth to SIAL Paris 2026

Maresi is bringing three exciting growth brands to **SIAL Paris 2026** and is looking for new distribution partners across **Europe, the Middle East and North Africa**. Visitors to the Maresi booth will discover the premium RTD coffee brand **Vienna Ice Coffee**, the leading Asian food brand **Shan'shi**, and the international debut of the new protein snacking brand **Snack Man**.

**Vienna Ice Coffee** combines premium Austrian milk with 100% Arabica coffee and brings the unique taste of Vienna's coffeehouse culture to consumers around the world. With a broad flavour range and growing international success, the brand offers distributors a strong proposition in the booming RTD coffee category.

**Shan'shi**, Austria's leading Asian food brand, will come to life through exclusive **live cooking sessions from Sunday to Tuesday**. Visitors can experience authentic Asian recipes prepared by **Nissara**, Shan'shi Brand Ambassador, Head Chef and owner of a successful Asian restaurant in Romania.

For the first time, Maresi will also present **Snack Man**, a new functional snacking brand targeting health-conscious consumers. The launch product is a **high-protein chicken salami snack** with **32g protein per 100g**, reduced fat, no added sugar and ambient storage convenience. Available from January 2027, Snack Man taps directly into the global protein trend.

"We are looking for ambitious partners who want to grow with strong, consumer-driven brands in attractive categories. SIAL Paris is the perfect place to start these conversations."

**Meet us at SIAL Paris 2026 and discover new opportunities with Maresi.**

### Contact:

Karin Grillmayer

Mail: [k.grillmayer@maresi.at](mailto:k.grillmayer@maresi.at)