



Brand & Tradition

Usually there's not enough time to prepare elaborate meals but why should you do without the traditionally popular [Soup & Snack Pearls](#), [Pancake Strips](#), etc.? Fortunately, we thought, we can always opt for convenience foods but - and that was the exciting challenge for us – they should not be a compromise in quality: light and delicate – just like homemade. After all, we Austrians traditionally attach great importance to good food.

Today three key factors are decisive for the [LAND-LEBEN](#) brand in our company:

- ▶ many working adults do not have enough time,
- ▶ our nutritional quality standards keep increasing and
- ▶ the taste should be appealing to the whole family.

More than 20 different [LAND-LEBEN](#) convenience products were produced over the years, focusing on quality and finesse, as an intelligent way to supplement freshly prepared meals. They always turn out good and are fast and easy to prepare with no quality fluctuations.

And they taste just as good as homemade – which they are – made in your home.

Using natural, carefully selected ingredients from Austria and made in Austria. Exactly how we imagined it would be – that was our goal, that's part of our corporate philosophy. Let us define the word "convenience": according to Langenscheidt convenience is "Anything that saves or simplifies work or adds to one's comfort" - so why not take advantage of it if it tastes good too?

Today the [LAND-LEBEN](#) line of products not only includes [Soup&Snack Pearls](#) but also the extraordinarily good [pancake strips](#): simply sprinkled on your soup and allowed to stand for a moment they taste just like homemade and are really easy to portion.

- ▶ [Croutons](#) in different flavors,
- ▶ fresh and crisp [Panini](#), in 2 delicious flavors,
- ▶ traditional [Egg Puffs](#) , etc.

are a delicious way to add extra flavor to your salad or starter.

No matter if you use them as a soup garnish, a crisp salad topping or as canapés with a fresh, savory spread – the [LAND-LEBEN](#) convenience products have become indispensable.

Eating is also a part of our culture associated with a love of life neither you nor we are unwilling to be without! Keep you eyes open for the [LAND-LEBEN](#) - brand – for delicious products you can use to whip up meals that taste homemade.

Martin Ölz & LAND-LEBEN Team