



Press release

## **It's all about sausage**

**New at star petrol stations: the mini-salami in a twin-pack is a credit to Germany as a sausage nation**

**Elmshorn, 6th of March 2019 – With an average annual consumption of ham and sausage of around 30 kilograms per person, Germans are the world leaders. Now there is another good reason to eat sausage: From now on, the new star mini salami is available in the shops of star petrol stations. True to the motto 'star - more than just low-priced fuel' the new private label product is offered in a practical and attractively priced twin-pack - a format that is only available at star – and for just 1 euro much cheaper than comparable branded products in the supermarket.**

The new star mini salami is a perfect snack for customers on the go and for anyone who likes to share their food. The tasty sausage is supplied in a twin-compartment packaging with two 25g salamis for just 1 euro. The spicy sausages are produced from high-quality ingredients. The packaging of the new star mini salami is easy to open and is the ideal snack for the quick break.

With more than 1,500 different types of sausages, Germany is not without reason worldwide referred as the "sausage nation". The "German Wurst" is known across the borders of Germany and stands as an export hit in terms of level of awareness in the second place behind the Munich "Oktoberfest". Although Southern Germans prefer scalded sausages, the Northern Germans prefer raw sausages like "Mett", while the West prefers ham and in the East the classic bratwurst is on the table. But the Germans agree on the most popular variety: salami.

The star mini salami is next to the popular star bockwurst the second sausage product at star petrol stations. Since 2012, they have been offering special star private label products, including energy drinks, water, potato crisps and naturally cloudy apple spritzer from star. On average, these are about 50 percent cheaper than competing branded products.



### **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 23 billion in 2017.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of nearly 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 60 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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