



ORLEN Deutschland: Launches healthy snacks by Frank Rosin's brand Green Rosin

Elmshorn, 17 October 2023 – ORLEN Deutschland has developed healthy and light snack creations together with star chef Frank Rosin and his food brand Green Rosin. The mostly vegetarian and vegan snacks are free from any preservatives and are intended to expand the bistro range at the ORLEN and star petrol stations.

Around 20 recipes have been created by TV chef Frank Rosin with his food brand Green Rosin, together with ORLEN Deutschland, for over 600 ORLEN and star petrol stations across Germany. The results are vegetarian and vegan creations, as well as classics with meat. Green Rosin stands for 'simply great food' and convinces with its taste. From now on, those who follow a conscious lifestyle and travel a lot will no longer have to give up on enjoying a healthy diet at ORLEN and star petrol stations. With this new range, ORLEN wants to promote a conscious diet at its petrol stations. Especially in situations where healthy options are often limited, the company now offers a versatile range of choices, thus meeting this trend. The choice of Green Rosin snacks includes, for example, wraps with falafel or chicken, or farmer's sandwiches of various sizes.

"Healthy and tasty food is becoming more important to people, and should be available even when you're on the go," says Frank Rosin, co-founder of Green Rosin.

"Frank Rosin is an absolute expert when it comes to innovative and special food creations. With the Green Rosin snacks, we are further expanding our bistro range and responding to our customers' increased demand for plant-based snacks," says Kai Frahm, Head of Category Management at ORLEN Deutschland GmbH.

The launch of the new Green Rosin product selection will be accompanied by a major social media campaign called "Iss besser so!" on the star petrol station Instagram and Facebook pages, as well as advertisements in the trade press. Customers can also win a trip to the Rosin restaurant in Dorsten, as well as gift baskets with products from the star chef. For more details on the new Green Rosin snacks, visit <https://www.star.de/greenrosin>



Images:



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star and ORLEN – the petrol stations of ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a wholly-owned subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates nearly 600 *star* and ORLEN petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and has been the main sponsor of German handball record champion THW Kiel since 2016.

In keeping with the motto “More than affordable refuelling”, *star* and ORLEN petrol stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. Customers benefit from the B2B fleet card and receive additional services such as car washing and package services at many stations. Petrol stations with 'star café' and 'stop. cafe' invite you to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of tasty food, as well as hot and cold snacks.

For more information, please visit our websites www.orlen-deutschland.de and www.star.de

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