



## The in-house brand of ORLEN Deutschland expands its range to include Curry Ketchup

**Elmshorn, 5 July 2022 – The star in-house brand family is growing: a fruity and aromatic, slightly spicy curry ketchup. It goes great with grilled meat or veggie alternatives, and is a must with every serving of currywurst and chips. The star Curry Ketchup is now available at all of the nearly 600 star and ORLEN petrol stations.**

Summer time is barbecue time and no other country has more barbecue fans than Germany: 80 percent of Germans barbecue on a regular basis. A representative study conducted last year showed that ketchup is by far the most popular barbecue sauce on the market. More than 63 percent of respondents said that they prefer to buy the tomato-based favourite as a barbecue sauce – whether as classic tomato ketchup or curry ketchup.

With the star Curry Ketchup, ORLEN Deutschland is now launching an in-house product that reflects the current trends and offers a special taste experience thanks to its unique recipe: The fruity tomato flavour, refined with high quality spices such as curry, chili, hot red pepper, black pepper, and turmeric, create a unique burst of flavour that can be served cold or warm.

The newcomer to star's in-house brands is vegan, has no artificial colours, preservatives, or flavour enhancers, and is less sweet. The trendy 490 ml street food-style bottle is easy to hold and has a convenient dosing cap. star's in-house brand already includes mineral water, energy drinks, potato chips, and chewing gum, among others.

“For the first time, we are combining our food service offering with our in-house brand range. The curry ketchup that our customers enjoy at our star and ORLEN petrol station bistros can now also be taken home for the next barbecue,” explains Kai Frahm, Head of Category Management at ORLEN Deutschland GmbH.

The launch of the barbecue sauce will be accompanied by numerous advertising and marketing campaigns at the point of sale and on star's social media channels. For example, ORLEN is looking for 20 product testers and is giving away barbecue packages.

The star Curry Ketchup is now available throughout Germany for €2.99 (recommended retail price) at all of the nearly 600 star und ORLEN petrol stations.



To download the pictures in high-res [click here.](#)

**star and ORLEN - the petrol stations of ORLEN Deutschland GmbH**

ORLEN Deutschland GmbH was founded in March 2003. It is a 100% subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group. The company currently operates almost 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.

According to the slogan "More than just cheap fuel", star and ORLEN petrol stations offer quality fuels as well as their own brand products at an attractive price-performance ratio. Customers also benefit from the B2B-fleet-card and receive additional services such as car washing and parcel services at many stations. Filling stations with 'star café' and 'stop. café' invite you to take breaks in a feel-good atmosphere and offer coffee specialities, a large selection of tasty meals and hot and cold snacks all day long.

For more information, please visit our website [www.orlen-deutschland.de](http://www.orlen-deutschland.de)

**Media contact:**

ORLEN Deutschland GmbH

Klaus-Peter Dittrich

Manager Corporate Communications

[klaus-peter.dittrich@orlen-deutschland.de](mailto:klaus-peter.dittrich@orlen-deutschland.de)