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Hela - If taste matters

About us

Founded in 1905 in Hamburg (Germany) Hela is mainly known for its unique Ketchup products. In Ahrensburg and 9 other locations all around the globe ketchups, sauces, spiced and mixed hers are developed and produced. Retail and wholesale partners as well as industrial partners all around the world appreciate our know-how and experience. As a medium-sized family business with more than 110 years of passion in the 4th generation and with more than 500 crew members, an international focus and long tradition Hela today stands for innovation, accountability and expertise within the gourmet food range. Cosmopolitanism, know-how, curiosity, certified quality and a value system based on sustainability and trust make Hela a specialized and reliable partner. Besides, we have created a real cult product in Germany with our original Hela spice Ketchups.

Detailed information available at: www.hela.eu/en

Our portfolio for your success

The brand Hela represents quality and a unique taste experience. Starting with the careful selection of our suppliers, we control every phase of our value chain. Purchase, quality management, production and consignment- every step is monitored. The results are inimitable and innovative groceries. Since the 1960s we produce or so called spiced-flavoured Ketchups. No matter if Curry, pepper or garlic gets added: The Ketchups convince our consumers with unique taste and versatile capabilities. If classical spiced Ketchup, traditional Tomato- Ketchup, mustard or convenience sauces: Hela caters for one-of-a-kind indulgence. Next to that, we offer a variety of herbs, sauces and marinades for home- or out of home users.

- Made from sun-kissed European tomatoes and high-grade spices
- Unique and secret Hela recipe – successful since 1963
- Gluten-, Lactose- free. Free from preservatives. Suitable for vegetarians vegans
- Halal and Kosher certified
- Goes well with French Fries, BBQs, meat, pasta, sausages and as a base / addition for own-cooked sauces
- An extension to traditional tomato Ketchups

