

**OMAMI**



# ABOUT OMAMI

**omami was launched in April 2024 in Berlin under the leadership of Christina Hammerschmid. The Austrian-born entrepreneur has more than 20 years of experience in corporations, family businesses, and startups in the food industry. After holding positions at Coca-Cola, Veganz, and Gorillas, among others, she decided to combine her long-standing expertise with her entrepreneurial spirit to build the brand omami, aiming to bring tofu into German cooking routines.**

**The startup is part of the New Originals Company. omami makes tofu popular - using whole chickpeas instead of soy. The next-gen tofu comes in a variety of marinades, is versatile, and quick to prepare. omami is high in protein and does not contain artificial flavour enhancers.**



# OMAMI

Instead of soy, omami uses chickpeas. The ingredient list is short: only chickpeas, water, and coagulant. The protein content is 14 to 15 per cent. The tofu alternative is available in six flavourful marinades: Tasty Nature, Black Pepper, Smokey Twist, Sweet Chili, Texas Roast, and Greek Salsa - ensuring there's something for every taste.

omami doesn't aim to be a substitute for meat or fish but stands alone as an independent source of protein. Whether in salads, topped on soups, as a side dish to vegetables, fish, or meat, omami works in various forms: from diced to grated or chopped, pure, fried or grilled. When frying in a waffle iron, omami becomes extra crispy thanks to the starch from the chickpeas.





**FLAVORS**





# SMOKEY TWIST TOFU

The powerful Smokey Twist likes to be in the spotlight and provides some wilder moments on the plate.

Tastes like: smoke, a hint of chickpea and the Oscars.



# TASTY NATURE TOFU

Tasty Nature is an all-rounder and the versatile one among the tofus that can be used to add an extra flavour to any dish.

Tastes like: nature, a hint of chickpea & absolute harmony.







# BLACK PEPPER TOFU

A tofu with character that gives the menu some exciting edges.

Tastes like: pepper, a hint of chickpeas & just the right amount of boldness.



# SWEET CHILI TOFU

The contrasting Sweet Chili adds full-bodied accents for candle-light dinners, lunch to go and much more.

Tastes like: chili, spicy sweetness and informality.







# GREEK SALSA TOFU

Greek Salsa contains what it says: The feeling of a warm summer night on the Greek Aegean. Also works in the depths of winter.

Tastes like: fresh herbs, a hint of lemon & lifeguard grin.



# TEXAS ROAST TOFU

Texas Roast brings you the epic expanse of the Wild West straight to your plate. Yeehaw. Great for a BBQ after a hard day as a cowgirl.

Tastes like: southern charm, yummy barbecue smoke & the big, coyote-howled, wide world.





# **PRESS PICTURES**





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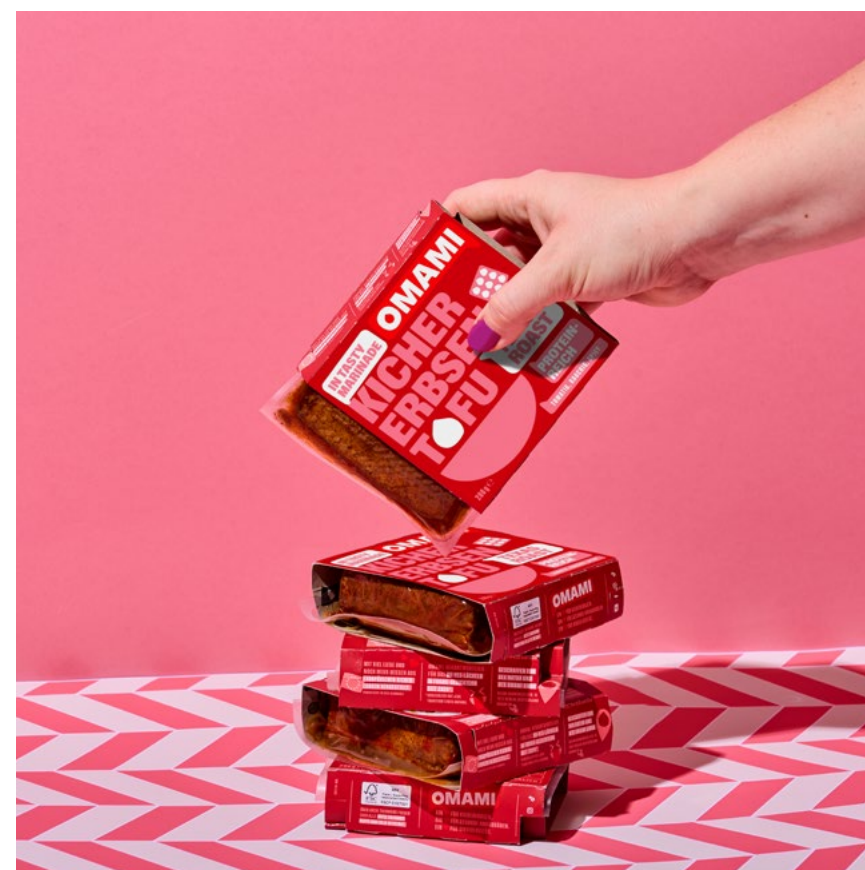
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# PRESS CONTACT

**Natalia Fritz**  
**Founder | Managing Director**  
**Cléo Public Relations**

**+49 176 84 60 96 59**  
**[natalia.fritz@cleopr.com](mailto:natalia.fritz@cleopr.com)**

**Stresemannstraße 375**  
**22761 Hamburg**  
**[www.cleopr.com](http://www.cleopr.com)**