

**GUNZ**

fine european food



## GUNZ WARENHANDELS GMBH

was launched over three decades ago, and is currently managed in its second generation by Michael Temel. Since 2021, he has been managing director and owner of the company founded in 1986. The company is 100% family owned.



„It is a personal concern of mine that the issues of fair trade, ethics and human dignity gain in importance and significance.“



Michael Temel  
CEO

# HEAD QUARTERS AUSTRIA



**Mäder, Vorarlberg**  
Storage capacity:  
11,500 pallet spaces  
thereof approx. 4,000 refrigerated

# LOGISTICS CENTER GERMANY



**Magdeburg, Sachsen Anhalt**  
Storage capacity:  
19,300 pallet places  
of which approx. 8,000 are  
refrigerated



# FACTS AND FIGURES

## Overview

A **food distributor** for which **150 suppliers** across Europe produce around **1,200 items** that are sold under the label of **20 Gunz brands** to **10,000 customers** in over **100 countries**.

 **100 %**  
Family owned

 **185**  
Employees

**150**  
Container loads  
per year  
deliver Gunz  
products overseas



Gunz is the market leader in the fan food sector. Supporters of our major football clubs spend more than

  **2 Million**  
Food merchandising  
products per year

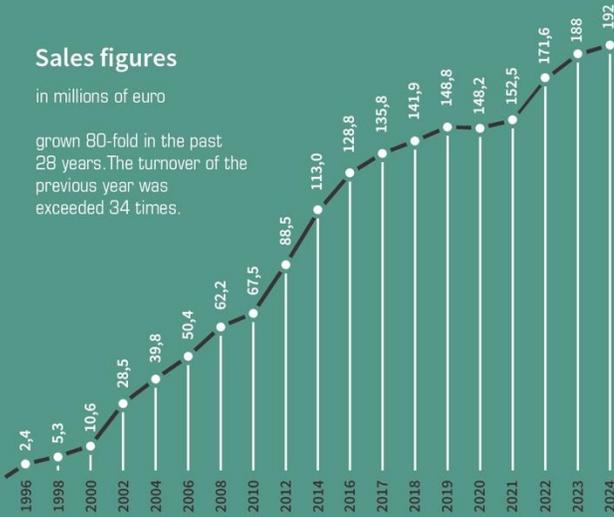
**1.760**  
Tons Cocoa  
purchases Gunz from Fairtrade every year, making it Fairtrade Austria's largest partner in this sector

## Sales figures

in millions of euro

grown 80-fold in the past 28 years. The turnover of the previous year was exceeded 34 times.



## Sites

 Mäder | Austria  
Chur | Switzerland  
Magdeburg | Germany  
Minsk | Belarus

Around 1,400 pallets are moved every day. This corresponds to around 300,000 pallets per year. An average pallet is 1.80 meters high. If they were all stacked on top of each other, that would be 61 times the height of Mount Everest. The total of 540 kilometers is roughly the same as the air route from Mäder to Vienna or Leipzig.

**1.400**  
Pallets per day



**61x**  
Mount Everest



## Our milestones

**1986**

Founding of the company with the aim of supplying the Austrian trade with international food

**1997**

Development and expansion of the first Gunz brands as the basis for the future international business model

**2012**

Logistics capacities are expanded with a new building in Magdeburg, Germany

**2020**

Operational handover of the company to the second generation

**2022**

Despite a very difficult year, new record sales of over 170 million euros were achieved.

**2024**

Development & redesign of our office spaces in Mäder. Realizing the project School builds school in Africa.

**1996**

Werner Gunz joins the company; Reorientation after Austria's accession to the EU

**2004**

A modern administration and logistics building is being built in Mäder

**2017**

Public welfare issues are actively integrated into the corporate philosophy

**2021**

Company handover, Michael Temel becomes managing director & owner

**2023**

Expansion of licensing business. 2 new clubs: AC Milan & Inter Milan

# 20 BRANDS

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# FAN FOOD



# FAIRTRADE



DISCOVER OUR  
COMPLETE  
FAIRTRADE-RANGE

„FAIRTRADE IS  
A MATTER  
CLOSE TO OUR  
HEARTS.“

Michael Ternel, Managing Director



# INTERNATIONAL

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WE DELIVER TO 111 OUT OF 195 COUNTRIES  
(DARK GREEN)



# VARIETY

Our assortment includes a wide range of products from different product groups. There are 1200 items in total, including confectionery, baked goods, snacks, nutritional products, fan food, seasonal goods and much more.



**VALENTINE'S DAY**





**EASTER**

# MOTHER'S DAY





**HALLOWEEN**

**X-MAS**



# DISPLAY-SOLUTIONS



WE HAVE THE RIGHT SOLUTION FOR ADDITIONAL PURCHASE INCENTIVES.

# GUNZ APP

Our  
Ultimate  
APP



WEEKLY  
HIGHLIGHTS

20  
DIFFERENT  
BRANDS



1200  
PRODUCTS

FIND  
HERE



DISCOVER  
OUR WORLD  
24/7

# Shaping the future together.

FOLLOW US ON



[www.gunz.cc](http://www.gunz.cc)

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