



HERMANN'S is an innovation vehicle for the food industry.

This means, we exist to help the economy become more innovative and more planet-friendly. We are a purpose driven company and work towards a good future of food - consumed by the new consumer we reach, produced by companies we consult, and invented by the innovators we find.



Our Three Pillars of Work

We have built a company of three distinct but connected areas to find innovations, experiment with them, and translate them into workable industry strategies.

Our Food Ecosystem

We screen the world for new brands, innovations, raw materials and products that are coming to the market. Then, we investigate ways to make products healthier and more sustainable. In order to discover these new developments early on, we build relationships with relevant innovators like chefs, food bloggers, entrepreneurs or scientists who are experts in their area. We look at social media, restaurants, niche markets, other innovation networks and general cultural change to find innovations.

HERMANN'S Eatery

We run a daytime restaurant, café and event space in Berlin Mitte. HERMANN'S Eatery is our test kitchen - the place where we use the discoveries from our ecosystem to experiment and develop products. In our restaurant, we prepare food that is not only tasty but also really nutritious and planet-friendly. On our journey, we get inspiration from food cultures and traditions from all over the world. Our dishes reintroduce ingredients that are forgotten in today's food system- which we believe leads to a more diverse planet and a healthier you. Our objective is to create a place that supports an open and trustful exchange and interaction of people (team, guests, partners) - a safe place where our guests can get delicious food and have a good time.

Our Innovation Strategy Team

The food industry is exploding with new developments that are consistently coming in from the outside, finding new ways to make the market more forward-looking, healthy and planet-friendly.

At the same time, established companies with a certain size and history struggle to develop radical innovations themselves. That's why we find them. We use our ecosystem to identify the innovations that these companies should know about, that will be important to them and to which they should respond. We investigate which innovation streams are relevant for them and how they can make them usable for themselves.





Our Philosophy

HERMANN'S is based on the belief that our economy will be realigned over the next decades towards a purposeful system. The goal of business can never just be growth, optimization, and profitability. In our view, the economy exists to bring us forward as a society, to make progress and development possible.

This means that our respective demands for economy and world improvement must always go hand in hand. In our experience, nowadays these two goals are perceived as contradictory and therefore treated separately. It is our firm belief that a good future for the economy can only be integrated.

We believe that real innovation is the answer to a problem. We live in a time when the industry is questioned in its entirety. This poses as a massive danger for established companies and at the same time immense opportunities for new business models, new product and brand innovations.

We think uncompromisingly market-oriented. We do not identify which problems should be solved (e.g. environment or health), but identify which solution has a real demand and relevant market potential. We believe that this is the only way for innovation to enter a mass market.

We are part of two worlds. HERMANN'S is a subsidiary of the Bahlsen Group. We come from the traditional industry, and at the same time, we focus our entire business on identifying new markets and new areas of innovation. This ambivalence is sometimes hard to bear, but it gives us the opportunity to truly understand and connect the two worlds.



Our Team

Like our business model, our team consists of very different competencies and disciplines. We are a team of strategists, cooks, product developers, designers, restaurateurs, business consultants, event managers, journalists and anthropologists. This diversity is at the same time our greatest strength and our biggest challenge. It enables us to look at food and its future from a completely different perspective. And at the same time, it requires immense openness and consistently respectful interaction.



We need to translate again and again between our respective worlds and learn to understand each other so we can work together effectively and efficiently. This means that a positive attitude, a natural curiosity and the ability to mediate between people is a prerequisite for new team members.

We are looking for people who are honestly ego-free: our team does not strive for prestige, for public reputation and self-profiling. Each of us is here because the content of our work is really important to us. We are a small team. This means that everyone now and then has to tackle a variety of topics - we are never too good for certain tasks.

We are looking for purpose driven pragmatists. To succeed as a purpose driven business, we need to focus on such activities that maximize our impact while keeping us afloat economically. This demands consciously using our resources and resisting the temptation to engage in activities that serve our purpose but dilute our approach. Loosing track will weaken our clout and threaten our existence. We have to say no to things we would like to do and to people we would like to engage with.

We are only looking for people who really understand the ambivalence between this pragmatic focus and general world enhancement, who have experienced it themselves and consciously decide to bear it.

We are looking for people who think in a highly entrepreneurial way who - regardless of their position - can identify with our philosophy and our goals and who see it as their task to bring their area to success in a self-reliant and goal-oriented manner. We expect each of us to contribute to our overall success, based on our own aspirations and our own drive. Our business is developing rapidly, often in unpredictable ways. We are looking for people who can meet this dynamic with much joy and flexibility.



How We Collaborate

We work resource-oriented and cooperative, as we are a very small team and strive to use our diverse skills efficiently. Resource-oriented work for us means that we identify the strengths of each team member and use them as needed in a variety of areas. As a result, each of us often works on tasks that are outside our own area of responsibility,

but in return receives specific support in their own tasks. Such a targeted use of strengths has the result that we are a network instead of a hierarchical team: for each new project we form a new constellation for project managers and contributors.



Each of us has an intrinsically high own performance claim. Such work enables us to deploy resources flexibly and swiftly to better manage the complexity of our work.

Our way of working requires a high degree of self-reflection and empathy. Each of us agrees to honestly reflect on our own strengths and weaknesses and to repeatedly engage with them, to understand them better, to use the strengths purposefully in the team and to ego-free to give priority to others, if they are better suited.

Our Journey

Since 2015, our two founders Laura Jaspers and Verena Bahlsen have been working on the business model for HERMANN'S. First, we started developing our Food Ecosystem. We have been looking for innovations for 4 years now, building up our international network and learning about both the innovation market and the traditional industry.

In July 2017, we opened our HERMANN'S Eatery in Berlin and have been officially on the market ever since. The first year was a year of exploring our business model: what is our focus, what is important from the impact perspective and what is economically possible?

In 2018, we added the focus on Innovation Strategy and established partnerships with other consultancies, and tested which formats would help our clients. At the end of 2018, we went through a major review of all our three areas, updated our strategy for HERMANN'S Eatery, decided on a highly focused approach for our Innovation Strategy work, moved office, and began aligning our Food Ecosystem, our team and our processes to our strategy for 2019.

In 2019, we have already kicked off several projects that will improve HERMANN'S Eatery. We have established a concise Innovation Strategy offering and built HERMANN'S Radar to systematically screen our Food Ecosystem. We have tested our approach and HERMANN'S Radar during client work and won projects to keep us busy for the coming months. 2019 is the year to fully use the capabilities we have built up. This means a sober focus on our core activities, clear processes, and pragmatically pressing ahead. All our hires will reflect this.

GET IN TOUCH

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