



Gisela Berg,
Diäko's managing director

Why sacrifice the pleasure of eating?

Loosing weight without sacrificing the pleasure of eating – this is the dream that the Hamburg-based Diäko GmbH fulfils with its diet programmes. Meals that are not only healthy, calorie-reduced and easily prepared, but also delicious, are the basis not only for Diäko's success, but also for thousands of people that have finally managed to escape the 'Yo-Yo'-principle of dieting.

The company's history dates back to 1984, when Gisela Berg and Christa Nake-Küpper decided to create their own business. Fed up with the boring potato-cucumber diets, they decided to make a living by providing men and women with something they had always longed for: easily prepared meals that are healthy, tasty and low in calories - all at the same time. Gisela Berg and Christa Nake-Küpper, who could draw on profound knowledge in the nutrition sector, developed a slimming programme which was based on five good, tasty

meals a day. In spite of the difficulties that the two entrepreneurs encountered in the first year, Gisela Berg and Christa Nake-Küpper did not give up. In 1986, the first Diäko offshoot was opened in the famous KaDeWe in Berlin and in 1988 the second one in Munich. Since 1990, Diäko provides its customers with complete diet menus. Today the ready-to-serve meals developed by Diäko are prepared at Germany's four largest commercial kitchens, packaged keeping material consumption to the necessary minimum,

sent to clients in the whole of Germany, Austria and Switzerland, sold at selected department stores, or offered at the company's own shops. Diäko's product range comprises more than 80 products, including several different diet programmes and the new Trennkost-line. Customers may choose out of a variety of different programmes, such as the five standard programmes for six days with five meals a day, a week-end programme, changing seasonal programmes, an 18-days pro-

uct range to include three Trennkost diet programmes. "Many people have criticised the Trennkost diet, as they argue that the body is perfectly able to digest proteins and carbohydrates at the same time. Of course it is, but the decisive question is: what price does it have to pay for that? Millions of people suffer from stomach and intestinal disorders. Trennkost simply means to bring our daily meals in a certain order, ensuring the long-term health of our body," explains Gisela Berg. Due to



The new Tennkost diet C, day 2: all that great food for just 1200 calories

gramme, a vegetarian diet and many more. In addition to set programmes, customers are free to arrange their individual diet from 60 components in a quick and easy manner. Since 1999, Diäko has expanded its prod-

the immense success of Trennkost, Diäko expanded the Trennkost programme from only a one-week programme to a three-week programme, with five different meals every day. Diäko operates three