

On the way up:

Climbing new heights with innovations from Alpia

Cologne/Frankfurt am Main, 30 January 2011 – At the ISM 2011 in Cologne Stollwerck is again presenting promising innovations from Alpia which hold great potential to climb new heights in terms of sales:

- ***Alpia Puffed Rice Tablets***
- ***Alpia Choco-Rice Flakes***
- ***Alpia Sweet Snack***
- ***Alpia 100 Gram Edition Tablets***

The market for Puffed Rice Tablets has posted positive sales figures. Compared to 2009 this segment grew by 4 percent in the first six months of 2010 (Source: AC Nielsen, retail food trade + drugstores). From April 2011 onwards there will be two variants from Alpia in retail outlets, offering a light pleasure with airy, fluffy puffed rice, coated with creamy alpine milk chocolate:

- **Puffed rice with alpine milk chocolate**
- **Puffed rice with white chocolate**

The segment with crispy, chocolaty sweets posted an increase of 8 percent in sales in the first six months of 2010 in a year-on-year comparison (Source: AC Nielsen, retail food trade + drugstores). Stollwerck is now providing further stimulation here with **Alpia Choco-Rice Flakes** – crunchy puffed rice with crispy cereals, coated in fine full milk chocolate. This light nibble fun for the whole family comes in a

200 gram carton packaging containing two vacuum-sealed bags and will be available in retail outlets.

Chocolate products for those on the go are in keen demand from consumers. This is reflected in the clear increase in bar sales in the first six months of 2010: Up 6 percent over the previous year. Such an excellent development is always motivating. Which is why from the autumn of 2011 onwards, Alpia is inviting consumers to partake of sweet snacks in a practical format – **Alpia Sweet Snack**. The chocolate for those out and about, made of the finest alpine milk in the three varieties

- **Alpine milk**
- **Alpine milk Hazelnut**
- **Alpine milk, filled with nougat crisp**

The new Alpia Sweet Snack is to be found on the shelves in a multi-pack, each with three bars à 38 grams in a flow pack.

Finally, the **Alpia 100 Gram Table Range** is being enlarged to include three new Edition Tablets. The creamy, light alpine milk chocolate specialties are truly refreshing with their deliciously fruity fillings:

- **Coconut**
- **Lemon Buttermilk**
- **Cherry Yoghurt**

In retail outlets from July 2011 onwards and only for a limited campaign period.

- End -

About Stollwerck:

Stollwerck GmbH, headquartered in Cologne, is a leading manufacturer of chocolate products such as chocolate tablets, boxed assortments and truffles, as well as small bites and chocolate bars. The company boasts a tradition going back 170 years, with extensive competence and experience in the use of cocoa and chocolate raw materials and ingredients. Through the integration into Barry Callebaut AG, the world's leading manufacturer of high-quality cocoa and chocolate products, the company covers the entire value-added chain – from the cocoa bean, through its processing, to the finished product on the sales shelf.

Stollwerck produces at a number of sites, primarily in Germany, and has a focused brand portfolio, which includes the leading umbrella brand Sarotti, which still ranks among the brands best known to consumers, Alpia and Alprose.

In the event of any queries, please contact:

Dagmar Seyfert

STOLLWERCK press office @ :relations

Tel.: +49 69 / 963 652-22

E-mail: stollwerck@relations.de