

Premium quality that convinces consumers:

Successful Feinkost Käfer range to be continued and expanded to include Easter range

Cologne/Frankfurt am Main, 30 January 2011 – The range of select premium mono-chocolates and truffles under the Feinkost Käfer brand is to be continued. The new offering – which was placed with selected trading partners for the Christmas season – met with an overwhelmingly positive response from consumers. For Michael Käfer, as the managing director of the delicatessen company the licensor for Stollwerck, this is confirmation that the company has chosen the right partner. “Our claim of offering uncompromisingly high quality and quality as a matter of passion has been skillfully implemented in the five products by Stollwerck together with our experts.”

Thus in 2011 the replica of the Käfer Feinkosthaus will again form the stylish framework for sales on campaign areas. This is used to present the five examples of the finest chocolate confectionery specially produced for Feinkost Käfer: Among these are select original Belgian mono-chocolates in seductive compositions and finely-powdered truffles to original French recipes, as well as other chocolate delicacies.

The display designed by Stollwerck for Feinkost Käfer not only allows for the stylish presentation of these culinary delights, but is itself part of the seasonal Christmas spirit created at the POS – just the right thing to put consumers in a shopping mood.

For the Easter season 2012 additional select chocolate creations in premium quality are being developed in cooperation between the experts at Feinkost Käfer and Stollwerck.

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About Feinkost Käfer:

“Quality is our passion” – this guiding principle is the key to the success of the company Feinkost Käfer. The small family-run Munich-based company that was founded in 1930 has now grown into an international operation with some 700 employees and revenues of 114.5 million euros.

Käfer is regarded as a trendsetter in Munich with its famous delicatessen and the restaurant “Käfer-Schänke” in Prinzregentenstrasse. The company also operates several restaurants at Munich Trade Fair, is active in theater and museum catering, and has been represented at Munich’s Oktoberfest since 1971 with the Käfer Wies’n-Schänke. In the “party service” segment Käfer is the European market leader, with subsidiaries in Berlin, Frankfurt and the Kingdom of Bahrain reflecting the ongoing expansion of the company.

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