

**More variety for more pleasure!**

## **New tablet innovations from SAROTTI – the cocoa chocolate**

- **Strong demand for tablet chocolates with “Ice Cream” flavor**
- **Nut tablets favored by consumers**
- **New pleasure options with trend-oriented summer varieties and the snack variant “Minis”**
- **New appearance for SAROTTI – the cocoa chocolate**

Cologne/Frankfurt am Main, 30 January 2011 – In the past spring and summer season chocolates in the “Ice Cream Varieties” segment were particularly successful: Their sales increased by 117 percent in a year-on-year comparison<sup>1)</sup>.

In good time for the new season Stollwerck is launching four new 100 gram tablets from SAROTTI as a “Limited Edition”. Here the seductively creamy fillings with **Amarena Cherry** are combined with the best bitter sweet chocolate with an intensive cocoa content of 50 percent, while **Banana Split**, **Peach Melba** and **Wild Berry Yoghurt** are united with creamy full milk chocolate (cocoa content: 32 percent). The SAROTTI “Limited Edition” tablets will be available in retail outlets from April 2011 onwards.

### **SAROTTI Minis: Nutty. Practical.**

Whole nut tablets in the 100 gram segment are set for growth. Sales of these have increased by some 5 percent<sup>2)</sup>. Nut variants also occupy 3<sup>rd</sup> place in the variety ranking, with whole hazelnut tablets joining the ranks of the eleven most popular chocolate tablets<sup>3)</sup>.

All nut fans will be delighted: In March 2011 Stollwerck is launching **“SAROTTI Minis”** in the varieties **“Whole Nut Full Milk Chocolate”** with a cocoa content of 32 percent and **“Whole Nut Fine Bitter Chocolate”** with a cocoa content of 50 percent. “SAROTTI Minis” are practical pieces of chocolate for those on the move. They are individually wrapped – and thus ideal as a portioned treat or snack between meals. And as a pleasure shared is always nicer, “SAROTTI Minis” are ideally suited to sharing with colleagues, friends and family. 160 gram bag (with 10 Minis à 16 gram).

### **New appearance for “SAROTTI – The cocoa chocolate”**

Market research commissioned by Stollwerck shows that when it comes to buying chocolate “extra cocoa” is a highly relevant topic and one where SAROTTI is felt to be particularly credible. Thus, for instance, consumers appreciate the full-bodied chocolaty taste of SAROTTI. The fact that SAROTTI is the cocoa chocolate will be reflected in the uniform packaging appearance of all SAROTTI products in the future. To this end Stollwerck’s designers have developed a high-quality, visually appealing concept.

It immediately visualizes the pleasure promise: SAROTTI products will from now on be characterized on all packs by the dominant warm



basic color of cocoa. The distinguishing feature: The “SAROTTI Cocoa Droplet”.

It represents cocoa and thus that extra pleasure which awaits buyers and connoisseurs. The new design ensures a high recognition factor for SAROTTI fans and thus enhances the purchase stimulus.

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- 1) *Source: AC Nielsen, retail food trade + drugstores, 100g tablets in the flavor "Ice Cream Varieties", sales in t, CW 40/2009 – CW39/2010 vs. PY.*
  - 2) *Source: AC Nielsen, retail food trade + drugstores, 100 gram tablets in the varieties Whole Nut, Whole Almond, Whole Hazelnut, sales in t, CW 40/2009 – CW39/2010 vs. PY.*
  - 3) *Source: AC Nielsen, retail food trade + drugstores, Top 11 varieties in the 100 gram tablet segment, sales in t, 100 gram tablets in the varieties whole Nut, Whole Almond, Whole Hazelnut, sales in t, CW 40/2009 – CW39/2010 vs. PY.*

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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.

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