

More cocoa for more pleasure

Stollwerck focuses on cocoa competence and intends to confirm its position as the Number 1 for trade partners

Cologne/Frankfurt am Main, 30 January 2011 – Stollwerck is heading into the new year with clear objectives: “We intend to further expand our leading position with customized chocolate concepts for our national and international trade partners,” says managing director Dr. Philipp Schoeller. The foundation for success is formed by well-founded market and consumer know-how, high quality standards and strong marketing competence: “For the trade we are the consultant for the chocolate category.”

Another success factor that ensures Stollwerck a unique position over its competitors in Schoeller’s eyes is the wide product range with branded and private label products for trade partners. This success is reflected in the fact that Stollwerck supplies 26 of the 30 largest European trading companies with chocolate products.

“Customized solutions are our capital”

“We provide the trade with customized solutions with an individual identity to ensure the success of their own marketing endeavors at the POS,” emphasizes Schoeller, whereby Stollwerck also assists its clients in the conception and implementation of sales promotion measures. Thus it comes as no surprise that Stollwerck is now at least the Number 3, and in many cases the Number 1 among the chocolate manufacturers – not only in Germany, but also in all the neighboring countries of Western Europe with the exception of Austria. Dr. Philipp

Schoeller on this: “We know precisely which chocolate products are popular with consumers in each of the respective countries. This is our capital. And we are constantly developing new and convincing innovations for the branded products segment.” According to Schoeller, it is above all convenience and snack-oriented concepts, which are a true source of pleasure and fun as one-bites, that are in demand: “A major and very successful trend in England, for example, are ‘Chocolate Buttons’, which we are presenting in three different variations at this year’s ISM for interested trade partners.” Cluster products are also a major trend. Thus at the world’s largest industry fair Stollwerck is presenting new creations, for example in the variants Choc & Biscuit, Choc & Toffee, Choc & Honey, and Choc & Spiced Cookie. In addition, five variants on a new and promising choc-to-go range – the chocolate format for those out and about – are being presented.

High manufacturing competence

The Stollwerck portfolio includes virtually every chocolate product: Chocolate tablets in the standard size 100 grams and in the “new family size” 300 grams, or as snack variants with individually-wrapped mini-tablets, mono-chocolates and small bites. In addition, there is a wide range of other seasonal specialties. Manufacturing takes place at five facilities, each with their own manufacturing competence and special focus. There are three plants in Germany (Berlin, Norderstedt and Saalfeld), one in Belgium (Eupen), and one in Switzerland (Caslano).

SAROTTI – the cocoa chocolate

“We know the trade and the consumer,” underlines Dr. Philipp Schoeller. “You cannot afford to ignore the wishes of the consumer.” The issue of the cocoa content continues to be of importance. Here “SAROTTI – the cocoa chocolate” opens up new options for pleasure. It offers more cocoa than competitors with comparable products, for example. With SAROTTI the cocoa-oriented consumer has a wider choice of cocoa-oriented products. The cocoa for all SAROTTI chocolates has a carefully selected provenance and the processing is particularly gentle. In the future the consumer will be able to recognize this cocoa competence at the POS. A new packaging appearance stages the cocoa pleasure in characteristic tones, and is amplified by the “SAROTTI Cocoa Droplet”, which symbolizes the additional cocoa content.

A visually appealing, newly-designed internet site invites consumers to gather information about the SAROTTI brand and its messages, and also to enter into active communication – which is precisely what consumers want nowadays.

Exclusive innovations at SAROTTI

Among the pleasure-oriented products from SAROTTI there will also be some appealing new discoveries in 2011, above all in the two successful segments tablet chocolates and mono-chocolates. For the quartet of Edition Tablets the product developers have been inspired by popular ice cream and dessert classics. For the first time ever the innovative SAROTTI Minis are offering the taste experience “whole nut” in a practical portion format. With selected mono-chocolate creations SAROTTI is addressing those buyers who love exquisite pleasure or who are seeking chocolate as a gift. A selection of fine yoghurt mono-

chocolates, cocoa-powdered French truffles, manufactured using traditional methods and with a subtle hint of coffee, and the SAROTTI Dessert Selection with exquisite, filled cup mono-chocolates in four delicious varieties are a rich temptation.

Family-friendly offerings from Alpia

With Alpia, the price-conscious family brand under the Stollwerck brand umbrella, fans can look forward to four new crunchy large tablets with delicious alpine milk. In the course of the year there will be additional crunchy products on the shelves: Puffed rice as the key main ingredient lends two new Alpia varieties a special kick. And a tablet range with three summery varieties as well as three new alpine chocolate bars, Alpia Sweet Snack, will be joining the Alpia family as the year progresses.

New edition and expansion of the “Feinkost Käfer” seasonal products

At Christmas Stollwerck, as the licensee for exquisite chocolate delicacies under the “Feinkost Käfer” label, will again be winning the hearts of consumers with a selection of truffles, chocolate-coated nut specialties and mono-chocolates. And at Easter 2012 there will, for the first time ever, be a selection of exquisite seasonal products under the Käfer label. The success of the range last year – attractively presented in the Feinkosthaus display – has already aroused the expectations of trade partners.

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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