

Press release

SWISS Pavilion with an attractive anniversary program

The 14 exhibitors at the SWISS Pavilion in Hall 4.2, Stand No. L007-L029/M008-M028 are also in the mood to celebrate the 50th anniversary of ISM. They have every reason to be. With their innovative product range, they will once again be wowing the taste buds of discerning international trade show visitors.

Even though the **SWISS** Pavilion is still young compared to the ISM, it has been successfully bringing together Swiss confectionery expertise under one roof for 32 years. In addition to long-standing exhibitors, a regular selection of newcomers also provides new impetus. In ISM's 50th year, the 14 exhibitors in the **SWISS** Pavilion will once again be offering an interesting and innovative exhibition program. The products are marked by their excellent quality, high enjoyment factor and sustainability. Once again, numerous new developments will create excitement and draw in visitors.

Refined taste in a small format

Chocolat Bernrain AG is one of Switzerland's pioneers when it comes to quality organic and Fairtrade chocolate products. At the **SWISS** Pavilion, the private label specialist will be presenting its new range of quality organic and Fairtrade bars made from certified raw materials. The three new small-format chocolate bars are available in Milky Crisp, Cherry Berry and Pomegranate varieties. With their unique taste, the bars also provide pleasure and diversity on the go. The exhibitor is also expanding its "No Added Sugar" line, which has existed since 1960, to nine flavors and is improving the line with the sugar substitute "Maltitol" in the recipe. The following flavors are now available: No Added Sugar Milk; No Added Sugar Milk with whole hazelnuts; No Added Sugar Gianduja; No Added Sugar White Vanilla; No Added Sugar Dark (53%); No Added Sugar Extra Dark (72%) with cocoa nibs; No Added Sugar Dark (53%) with stevia extract; No Added Sugar Extra Dark (77%) "Ecuador"; No Added Sugar Dark (53%) with whole hazelnuts.

Protein chocolate for a modern lifestyle

Swiss premium chocolates for private label customers will also be at the heart of the **Chocolats Halba/Sunray** stand. In addition to bars in various formats (solid, flat and filled) between 5g and 400g as well as original chocolates (Ghana, Peru, Ecuador, Honduras and Dom. Rep.), the wide range includes organic and carbon-neutral chocolates and praline balls. More and more people today are taking care to look after their health and ensure a balanced lifestyle. Among the successful innovations of recent years are protein products, which have long since conquered the confectionery shelves. In line with these consumer trends, Chocolats Halba has developed new snack and to-go products. This also includes protein chocolate in bar format and a snacking variant, which will be presented at ISM.

Incomparable aromas and unique recipes

For almost two hundred years, **Chocolats et Cacaos Favarger SA** dedicated itself to producing top-quality Swiss chocolate. In accordance with strict quality criteria and guidelines, the Versoix factory produces the finest Swiss chocolate, which is distinguished by its high enjoyment factor. Steeped in tradition, the company is known for its Avelines chocolates, among other things. Only carefully selected cocoa beans are used for production. They form the basis for the cocoa mass, which is still completely produced in the company's own craft production facility. Whole milk from Switzerland, hazelnuts, almonds and extract of Bourbon vanilla from Madagascar lend Avelines their harmonious taste and incomparable aromas. In addition to these exceptional specialties, the exhibitor will also be offering a variety of tablets in various flavors.

Attractive gold bars with high enjoyment factor

Fine chocolate bars exhibiting typical Swiss quality are not only popular with tourists as a small souvenir: in addition to the delicious contents, exceptional packaging also creates incentives to buy. Gold bars or gold coins with the finest chocolate filling are very special eye-catchers. **Goldkenn SA** is known for its specific chocolate assortment, which is available as eye-catching gift packaging at airports and tourist shops, among other places. A genuinely deceptive replica of a 12.5 kg gold bar, this bestseller has been promoting the Goldkenn brand in countless airports around the world for over 30 years. At the **SWISS Pavilion**, Goldkenn will be presenting high-quality Swiss chocolate in tablet formats, ingot chocolates, mini-golds, truffles and liqueur chocolate, chocolate sticks and, under the **SwissDream** brand, chocolate bars, napolitains as well as chocolate truffles. With its gold bar destinations and Amarula Liquor Bars, the company is expanding its existing offering.

A special portion of happiness

Maestrani Schweizer Schokoladen AG will be presenting organic chocolate, Fairtrade chocolate, chocolate bars with praline filling, fruit jelly, impulse products and chocolate bananas with genuine banana pulp at its stand. The new, cheerful Munz Ladybirds in an attractive gift box provide an extra portion of happiness. At first glance of the lid, you can see large and small ladybirds playing under the plastic, which creates desire for the contents. 19 more little Ladybirds are waiting in the lovingly designed box, just waiting to take off. Their fine milk chocolate and praline filling provide real moments of happiness.

High quality and loving packaging design

The **SWISS Pavilion** will once again be enriched by **Milkboy Swiss Chocolates**. Milkboy is a brand that can look back on 100 years of history. The lovingly designed packaging of the premium-segment chocolate bars delights even discerning connoisseurs. Two new dark chocolate bars will receive their premiere at the ISM: 72% cocoa with freshly roasted coffee and 72% cocoa with fresh crispy mint. In 2019, the company received three Great Taste

Awards in the UK for its chocolate. Since ISM 2019, the company has won additional international customers, particularly in England, Germany and the Ukraine.

New developments with original recipes

Villars Maître Chocolatier SA constantly strives to translate global food trends into new chocolate specialties. Organic, regional, transparency and health aspects in the sense of “less is more” are important topics in this regard. Due to the huge range of products on the confectionery shelves, packaging design is becoming more and more important, as one also buys with the eye. Villars has therefore relaunched its packaging. The new packaging catches the eye with a brighter, more colorful design and attractive, typically Swiss subjects. In addition, consumers can obtain comprehensive information on the origin and ingredients (no palm oil and 100% cocoa beans) from the information on the packaging. At the **SWISS** Pavilion, the company will be presenting four new chocolate bars distinguished by their interesting recipes. The new organic and Fairtrade quality tablets are available in the flavors: Milk Chocolate With Chia, Milk Chocolate With Coconut And Puffed Rice, Dark Chocolate With Caramelized Pumpkin Seeds And Dark Chocolate (72%) With Cocoa Bean Chips. Furthermore, the company has developed a new bar with 85% cocoa content to meet the demand for dark chocolate and to complement the “Pur” line.

More pleasure in everyday life

Refreshingly different: this is how the two Roelli brothers Kristofer and Andreas von **RoelliRoelli Confectionery AG** like to be known. It is a statement that also fits their range. The innovative company will be presenting four new products at ISM 2020: functional sweets that go far beyond dental care and focus on more in life and love. The highlight is Happy Together Toffee – an aphrodisiac soft caramel for him and her that is supposed to bring more pleasure into everyday life. As the name suggests, the idea behind new product number two, Deto x-Plus Toffee, is detox. With its Natural Base Gum, the company has developed a chewing gum that fulfills the modern desire for pure nature. And last but not least, Chill Chill, the Shisha Gum, brings oriental-fruity moments of pleasure – everything is just a chew away.

Fine biscuits with ruby chocolate

Hug AG will be setting the focus on its Wernli brand at ISM. Fritz Wernli, the inventor of the Choco Petit Beurres Biscuits, combined a piece of bread with a series of chocolates and created a successful Swiss children's snack. From this idea, the most popular biscuit in Switzerland to this day was born in 1964. Today Wernli is THE expert for Choco Petit Beurre biscuits with the widest assortment and the mini format. At last year's ISM, Choco Petit Beurre Ruby, a crispy biscuit with a Swiss Ruby Rubina Chocolate Bar, made its big debut. Ruby chocolate contains no artificial colors or flavorings. The powerful natural aromas of fruit and red berries create a completely new and unfamiliar taste experience. It is the first product on the biscuit shelf to contain the new ruby chocolate. The company is further expanding Wernli's Choco Petit Beurre expertise with this innovation.

Alpine specialist with new coffee biscuit line

Since 1965, the fine Alpine specialties produced by the family business **La Conditoria SEDRUN-SWITZERLAND** have become known and loved far beyond the Swiss borders. The exhibitor received the Prix Montagne 2018, the Zacharias Prize 2017 and other awards for its quality products. Once again, the popular Alpine specialties of Mini Cakes and their leading product, the Mini Alpine Nutcakes, will be present at the stand. In addition, at ISM 2020 there will again numerous new products available for tasting by the international trade fair visitors. These include a new coffee biscuit line with three different varieties, a vanilla biscuit, the American cookie and the chocolate waffle. These items are perfect for serving with a coffee, and can also be offered around separately in bags or boxes. The company will also be presenting its chocolate line featuring chocolate tablet and pralines. This will include the mini heart chocolates made of ruby chocolate.

Pure fruit in bar format

Fruit bars have long been established for peckish moments between meals or as a source of vitamins and energy. Bars of 100% fruit, which is peeled by hand, gently dried (dehydrated) and cut into 30g bars, will be presented by **Fruit Group AG** at the **SWISS Pavilion**. They contain no added sugar, no preservatives, fillers or fat and are full-bodied in taste. The bars are available in the flavors Banana, Pineapple, Mango, Pineapple And Coconut, Pineapple And Cocoa Nibs and as a Fruit Mix. Frozen Smooth fruit puree is also part of the fruity product range. The frozen fruit puree made of pure, ripe fruit from Colombia is packed into 90g portions and is therefore suitable for use by private households as well as for catering.

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

The Swiss exhibitors at ISM 2020

Please find under this link the Swiss Directory who contains a list of the product range and innovations from the exhibitors at the **SWISS** Pavilion.

Chocolat Stella Bernrain AG	www.swisschocolate.ch
Chocolats Halba	www.chocolatshalba.ch
Chocolats et Cacao Favarger SA	www.favarger.ch
Fruit Group AG	www.fruitgroupag.com
GOLDKENN SA	www.goldkenn.com
HUG AG	www.hug-familie.ch
La Conditoria Sedrun-Switzerland	www.conditoria.swiss
Maestrani, Schweizer Schokoladen AG	www.maestrani.ch
Milkboy Swiss Chocolates	www.milkboy.com
Roelli roelli confectionery ag	www.roelliroelli.ch
SwissDream Chocolate SA	www.swissdreamchocolate.ch
Villars Maître Chocolatier SA	www.villars.com

We look forward to your visit!

SWISS Pavilion | Hall 4.2 | Booth No. L008 – L021 / M008 – M028

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