

Media Release

SWISS Pavilion at ISM 2022

Swiss exhibition program: High quality, sustainable, and regional

New recipes, unusual forms, and attractive packaging. At the SWISS Pavilion in hall 4.2, eight exhibitors are hoping to enchant visitors to ISM 2022 with their creative chocolate ideas: Biscuits Agathe, Chocolat Stella Bernrain AG, Cocoa Luxury SA, Delica AG, HALBA Sweet.Salty.Swiss, La Conditoria SEDRUN-SWITZERLAND AG, Maestrani Schweizer Schokoladen AG, and Villars Maître Chocolatier SA. The innovative offerings score points with their high enjoyment factor and numerous new creations in the vegan segment.

Chocolat Stella Bernrain based in Kreuzlingen, has been producing Swiss chocolate for over 80 years. More than 85 percent of its total production is private-label products for corporate customers from around the world. People in over 50 countries enjoy the Swiss specialties. As a private-label chocolate manufacturer, the premium producer offers comprehensive Swiss chocolate expertise—and not just in the creation of high-quality Swiss chocolate. From the development of recipes through production to appropriate packaging: Chocolat Stella Bernrain supports its customers in all areas as a competent sparring partner for the most popular cocoa-based product in the world.

Chocolate specialties to fulfill customers' wishes

The wide range of chocolate specialties will leave very few wishes unfulfilled. A variety of recipes in the areas of traditional chocolate, organic and fair-trade chocolate, functional products and those without added sugar, promotional and seasonal items, confectionery creations, as well as kosher and halal chocolates are available. The company is happy to take on new developments and ideas for customer products; individuality is one of its strengths. Chocolates from Chocolat Stella Bernrain are in demand in over 50 countries throughout the world—from Japan to Brazil, and from Canada to Singapore. The careful handling of resources is at the core of the company's philosophy. At the **SWISS** Pavilion, Chocolat Bernrain will be presenting the latest addition to its vegan range, among other things, which was created on the basis of whole-grain oat flour and is gluten-free. What makes "Crunchy Oat" special is its extra crunch, which is achieved by adding cocoa and caramel pieces. "Crunchy Oat" completely redefines the idea of a healthy snack. The oat flakes are finely ground and, in combination with sustainable cocoa paste and the finest cane sugar, make for a particularly pleasurable experience. Biodynamic, sustainable, and in the familiar high Swiss quality. The quality of Demeter chocolate is ensured through four pillars. Chocolat Bernrain is supplementing the existing range of Demeter bars with a dark variety featuring 70% cocoa as well as a milk chocolate offering.

Life, told through chocolate

There is often an interesting story behind every successful product. This is certainly the case for “SwissOne” from **Cocoa Luxury SA**. For several years, the owner, Vernon Stuber, produced chocolate in Australia. Even then, his maxim was to produce chocolate without additives and with little sugar. He and his family returned to Switzerland in 2008. Vernon Stuber’s daughter, who was born in Sydney, was just a few years old when her nutritionally aware father realized that numerous chocolate products have declined in quality and, in some cases, contain fat from other sources and too much sugar. For this reason, “SwissOne” goes back to the origins of Swiss quality chocolate with select ingredients, fine cocoa beans, extra cocoa, and less sugar. Thanks to its fine and rich aroma of cocoa, “SwissOne” chocolate is enjoying increasing popularity. Its round shape is perfectly adapted to fit in the mouth and is reminiscent of Sydney. Every chocolate bar features a short dedication to his daughter Charlie. “SwissOne” offers a genuine chocolate flavor and impresses with an original recipe in a new format, an innovative and palate-friendly shape, and modern, biodegradable packaging. “More cocoa, less sugar, the best cocoa blends, pure milk powder, and extra flavor” is the motto.

The finest traditional and vegan chocolate

Expert visitors to the stand of **Delica AG** can try out fine chocolate with a wide range of unusual flavors. Choosing might not be easy, particularly where the SUPREME 100g bars from the brand FREY are concerned. The SUPREME Crunchy bars, in 180g and 85g options, are evidence of the fact that new recipes are being developed constantly. They contain a lot of nuts, surpassing conventional nutty chocolate by far. The high proportion of nuts and the use of whole nuts, combined with small caramelized pieces of cracknel, creates a unique taste experience. As a small gift when visiting someone or as a sweet treat for yourself, SUPREME chocolate balls always go down well. Covered in crisp milk or dark chocolate, the creamy filling unfurls into a unique taste experience. The classic MAHONY bar, made from the finest Swiss chocolate and delicious almond nougat, stands out thanks to its very special form. MAHONY is available in milk and dark varieties, each weighing 100g. FREY Minis are small but fine. They are now available in a card box and in many attractive varieties. Chocolates remain a traditional and popular gift. New to the exhibitor’s assortment are FREY Monopraline chocolates, individually packaged in a beautiful card box, as well as FREY Praline chocolates, assorted in two sizes in a high-quality box. Demand for vegan products has grown rapidly in recent years. With FREY VEGAN, the company has created a heavenly chocolate snack based purely on plants, which is available in the variants Choco Classic, Choco Nuts, and Choco Cocoa Nibs.

Trade fair stand with new brand image

For HALBA, ISM 2022 is entirely devoted to its new brand image. The exhibitor is presenting a new trade fair stand with the new name **HALBA Sweet.Salty.Swiss**. HALBA produces Swiss chocolate, innovative snacks, and high-quality baking and cooking ingredients with a unique flavor for moments of real pleasure. The new name says it all and

reflects the wide variety of products that are available. HALBA is one of the Swiss pioneers when it comes to sustainability. Biodiversity, CO₂-neutral products, and fairness play a big role in the production of HALBA chocolates, exceeding required standards by far. 88% of the firm's chocolate bears the sustainability label. For HALBA, sustainability is a matter of conviction and identity, a daily drive, and a success factor. Alongside numerous classics, the company will present the brand "Halba—Le chocolatier Suisse." This is the new chocolate brand for Switzerland and is exclusively available at Coop. The bar chocolate features a traditional filling that melts in the mouth, but is also available with interesting recipes, for instance with roasted corn or pistachios, in 100, 200, and 400g sizes.

Innovation and tradition for exquisite chocolate enjoyment from Switzerland

Maestrani Schweizer Schokoladen AG, a well-known Swiss specialist in organic and fair-trade chocolate, will line up at ISM 2022 with several new products. Under its label Munz, the exhibitor will present its new line "Munz Swiss Organic BIO." The range is available in six unique flavor profiles. Alongside the four popular flavors "72% cocoa," "espresso," "caramel & salt," and "raspberry," the varieties "85% Peru cocoa" and "coconut," featuring a creamy coconut filling, round out the line.

The new 100g bars, which are certified as organic and fair trade, are 100% climate neutral, entirely without palm oil and soy, and are made in Switzerland. The new range of bars also earns praise for its smart packaging solution made from resource-conserving grass-based card stock. Minor Almond is further evidence of the innovativeness of this chocolate producer from Eastern Switzerland. The new Swiss chocolate bars are made from the finest Minor chocolate with cocoa cultivated in a certified process. Their key ingredient is one third Californian almonds and, for the first time, almond milk instead of milk. This means that Minor Almond is both vegan and free from palm oil. It is an outstanding fit for the target group of modern, urban men and women who live their lives in a conscientious manner.

For fans of dark chocolate, Maestrani now offers Minor Dark 60% Cocoa, a bittersweet variant with a high proportion of fine cocoa and hazelnuts. Minor Dark 60% Cocoa is the popular variant with the most roasted hazelnuts in a Minor bar (27%). Through the introduction of Minor Dark, which is also vegan, Maestrani is expanding the Swiss cult brand Minor into a full range. The products are suited for the times with natural ingredients, which are free from palm oil and made in Switzerland, and are perfect for trend-conscious consumers who value sustainable consumption.

High-quality specialties from Graubünden

Reto Schmid, owner of **La Conditoria SEDRUN-SWITZERLAND AG**, has always been good for a sweet surprise. His “Mini Bündner Nusstörtli,” developed several years ago, now have a steadily growing fan base around the world and are also a great ambassador for the canton of Graubünden. “In 2022 we will present ourselves at a somewhat larger stand and introduce our chocolate range there, too, which has grown strongly in Switzerland over the last year,” says Reto Schmid. Alongside the well-known Graubünden specialties with the famous “Mini Bündner Nusstörtli” as the lead product, as well as all other variants and sizes, Reto Schmid will also present his “Schweizer Alpenchips,” which have already established themselves on the market, to an international audience. The range in the chocolate area, in particular, has expanded in recent months. One example are the “Schweizer Alpentartuffi” truffles in four different flavors, ranging from fruity and sweet to plain (Mango, Raspberry, Cappuccino, Deep Black). A selection of long-lasting truffles, without any preservatives, will also be available for sampling at the stand. The range is supplemented by “Mini Alpenpraline” chocolates, new products such as Clouds (cornflakes with a FT covering and a malt extract mix), and the range of hollow figures (Easter bunny, Easter eggs filled with mini chocolates, and Santas).

Traditional know-how and regional milk for authentic chocolate

The traditional Swiss chocolate company **Villars Maître Chocolatier SA** can look back on 120 years of chocolate history. Since 1901, the specialist for the finest chocolate products has kept creating new stories that speak of tradition, encounters, craftsmanship, and taste, and that have shaped Villars over multiple generations. The company’s proximity to nature, to typical landscapes in the various Swiss cantons, and to the Alps are reflected in its products. “We are very attached to Switzerland, our country, and we defend our traditional know-how by offering high-quality chocolate that is famous for its purity and authenticity,” says Stephan Buchser, summing up Villars’ commitment. In collaboration with the best dairies, Villars Maître Chocolatier presents a unique range of three milk chocolate bars from Swiss cantons. Each region has its own identity and recipe: milky and melting for Bernese milk, creamy and caramelized for Fribourg milk. Plus the latest addition to the collection: Milk from Vaud with its typical hint of cocoa! To round out the tour of Switzerland from a visual perspective, special attention was paid to the design of these bars. Finally, Villars, which invented the first chocolate bar with liqueur in 1935, is presenting a completely new range of chocolate bars on the market with intense dark chocolate in combination with the best spirits in the world: “Autour du Monde.”

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and location promotion with around 200 employees at locations throughout Switzerland and in over 31 countries. We support Swiss SMEs with their international business and help innovative foreign companies to settle in Switzerland. It's how we create added value for our customers and prosperity for Switzerland. As a non-profit organization, we provide a public service for our clients on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the cantons. We operate our 27 offices, the so-called Swiss Business Hubs and Trade Points, jointly with the Federal Department of Foreign Affairs (DFA) in 31 countries. Thanks to our global network of partners, we support our customers in many other countries.

Swiss Exhibitors at ISM 2022

[Under this link](#) you will find the directory in which the product range and innovations of the exhibitors in the **SWISS** Pavilion are listed.

<u>Company</u>	<u>Website</u>	<u>Booth no</u>
Biscuits Agathe	www.biscuits-agathe.ch	I-008
Chocolat Stella Bernrain AG	www.swisschocolate.ch	I-015
Cocoa Luxury SA	www.swissone.swiss	J-008
Delica AG	www.delica.com	I-029
HALBA Sweet.Salty.Swiss.	www.halba.ch	J-028
La Conditoria Sedrun-Switzerland	www.conditoria.swiss	I-011
Maestrani Schweizer Schokoladen AG	www.maestrani.ch	J-010
Villars Maître Chocolatier SA	www.villars.com	I-023

We are looking forward to your visit!

SWISS Pavilion | Hall 4.2 | Booth No. I-008 – I-029 / J-008 – J-028

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