

Media Release

SWISS Pavilion at ISM 2023

Guaranteed indulgence and creative innovations at the SWISS Pavilion

Tradition combined with innovation. At ISM 2023, Swiss exhibitors will once again be providing fresh impetus with their presentation of numerous highlights.

Within the joint SWISS Pavilion, ten Swiss exhibitors will present a wide range of chocolate, biscuits, long-life bakery products and snack specialties in Hall 4.2. The exhibition program in 2023 will once again be enriched with interesting innovations.

Unique single-origin chocolate for very special moments

Chocolat Stella Bernrain is a Swiss chocolate producer with a wealth of ideas and strong implementation skills. It transforms original concepts into premium chocolate creations that are entirely tailored to the wishes of its customers. Chocolat Bernrain is an independent family business with a global outlook that manufactures private label products as well as the Bernrain and Stella brands. It supplies industrial and commercial customers with the finest couverture chocolate and semi-finished products. The careful handling of resources is at the heart of the company's philosophy. Wherever possible, the exhibitor purchases the raw materials directly from farmers and cooperatives in the countries of origin, with whom it has long-standing relationships. At the request of customers, the majority of ingredients are organic and fair trade. The trends reflected in the exhibition program include single-origin chocolate, chocolate with no added sugar or with sugar alternatives, as well as vegan and organic chocolate. At the SWISS Pavilion, Chocolat Stella Bernrain will once again present numerous innovations in 2023 that will quicken the pulse of chocolate fans. These include the single-origin chocolates Costa Rica and Madagascar – Single Origin. As new products stemming from the Single Origin line, Costa Rica and Madagascar are a true and unique taste experience that is shaped by the origin of the cocoa. To ensure that the chocolate is produced fairly and to the highest standards, the company also maintains a long-standing partnership with smallholders, farmers and cocoa growers in these nations.

High-quality liqueurs covered with the finest chocolate

At the SWISS Pavilion, **CHOCO-DIFFUSION SA** will present the two Swiss chocolate brands **GOLDKENN** and **SWISSDREAM**. World-renowned for its attractive and popular Swiss gold chocolate bars, **GOLDKENN** wishes to present its high-quality liqueur collection to the trade audience at ISM 2023, while also highlighting the partnerships that the brand has entered into with renowned spirit brands. **GOLDKENN**'s new products include a Swiss milk chocolate filled with Jack Daniel's Tennessee Fire. All **GOLDKENN** chocolates contain Rainforest Alliance-certified cocoa and no palm oil. **SWISSDREAM** will introduce the new chocolate bar "Espresso Croquant", a Swiss milk chocolate bar with crunchy hazelnut and coffee pieces. This delicious new recipe was the result of a collaboration between local Swiss coffee roaster La Semeuse and **SWISSDREAM**. It complements the existing Swiss

Selection range, a diverse collection consisting of high-quality and carefully selected ingredients. This boasts Rainforest Alliance-certified cocoa and contains no palm oil. As both brands are sold on the domestic and international markets, as well as in the duty-free sector, the company is delighted with the resurgence of the tourism industry.

Sustainable, vegan, gluten-free or reduced sugar

HALBA, which is also an exhibitor at the SWISS Pavilion, produces sustainable Swiss chocolate, innovative snacks such as nuts and dried fruit, as well as high-quality baking and cooking ingredients. In addition to the best raw materials, profound know-how and correct processing according to the bean variety, it is careful roasting, fine rolling and perfect conching that gives HALBA chocolate its unmistakable Swiss appeal. HALBA's diverse range also offers the right snack for every occasion: dried fruits and nuts, spiced nut mixtures, as well as seeds. In addition to pulses, the extensive range of organic or non-organic baking and cooking ingredients, which have been awarded various sustainability labels, offers everything for desserts, baking mixes and power shakes. The company is responding to consumer needs with vegan, gluten-free and reduced-sugar chocolate variants that can be taste-tested at the booth.

Maestrani launches the All Natural program

Maestrani Schweizer Schokoladen AG can look back on a long ISM history. In 2023, the company will once again present numerous innovations at the SWISS Pavilion, which see it pick up on consumer trends and translate them perfectly into high-quality chocolate products. Among the new products are the Swiss Organic bars under the **Munz** brand, which offer unforgettable moments of pleasure. Carefully selected ingredients combined with excellent recipes from traditional Swiss confectionery craft make the organic bars a very special treat. Extra creamy, extra sustainable, extra Switzerland: the new Munz Extra line cannot be described in any other way. The special thing about the new Extra Bars is the triple taste experience delivered by a creamy core of melt-in-the-mouth praline filling, covered in the best Munz chocolate. More and more consumers are also turning to vegan products for chocolate and related products. With **Minor** Almond and Minor Dark containing 60% cocoa, Maestrani is putting more choice on the confectionery shelf. Minor Almond consists of one third roasted almond slivers and is additionally refined with almond drink. This gives the chocolate a melt-in-the-mouth creaminess. Minor Almond is simply delicious – and vegan too. In addition to fine cocoa from Ecuador, Minor Dark 60% cocoa contains an especially generous portion of hazelnuts and delights with its natural ingredients and harmonious, not too sweet, taste – demonstrating just how alluring vegan can be! Maestrani is expanding its range of products with the new **Avelines** brand, which has been in its brand portfolio since 2022. Avelines are premium chocolates made from milk, dark and praline chocolate layers. The recipe has remained unchanged since 1922, guaranteeing tradition and high Swiss quality.

From Switzerland, all around the world

Appearing once again at the SWISS Pavilion is the traditional Swiss chocolate company **Villars Maître Chocolatier SA**, which can look back on 120 years of chocolate history. Since 1901, the specialist for the finest chocolate products has created new stories that speak of tradition, encounters, fine handicraft and taste, which 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 Managing Director Stephan Buchser, summing up Villars' commitment. In collaboration with the best dairies, Villars Maître Chocolatier presents a unique range of three milk chocolate bars, each from a different Swiss canton. Each region has its own identity and recipe: milky and melting for Bernese milk, creamy and caramelized for Fribourg milk. New to the collection: Vaud milk with a typical note of cocoa! Special attention was paid to shape in order to visually round out the journey around Switzerland as well. In 2022, Villars, which invented the first chocolate bar with liqueur in 1935, launched a brand-new range of intense dark chocolate bars combined with the best spirits in the world: "Around the World." After the success of the market launch, Villars is adding to the line in 2023 with a new recipe: Cognac from France.

Melt-in-the-mouth temptation for at home and on the go

For decades, **Kägi & Sons Ltd.** has succeeded in combining tradition and innovation to create highly indulgent wafer products. Since Kägi Manufaktur was founded in 1934, its passion has been to produce the finest chocolate wafers with the best Swiss Kägi quality. The specialties are produced exclusively at home: in Toggenburg at the foot of the Churfirsten mountain range. At the SWISS Pavilion, the wafer specialist will present its popular classic Kägi fret 50g as well as the 128g Kägi Classic in a family pack for the whole family and friends. The fine wafers are also perfect for snacking on the go. To this end, the individually packed Kägi Classics are available in bags of 125g/250g/500g. This is the exhibitor's response to the trend for individually wrapped, high-quality chocolate products in small and handy shapes. For sweet teeth big and small, the specialist offers an intense, maximum chocolate experience with the Kägi MÄX bar 37g. Time and again, Kägi succeeds in attracting the attention of consumers and retailers with innovative products. For example, the light-as-air chocolate praline, Praliné des Alpes, which is available in milk and dark chocolate, was voted the second best innovation by the Swiss brand association Promarca in 2022 in the "Star of the Year" awards. The praline scores points with its melt-in-the-mouth cream filling and ultra-thin wafer sheets, coated in the finest homemade Kägi chocolate.

Mini Biscuits for unique moments of pleasure

The **HUG family** is known for its fine biscuits and baked goods that perfectly combine enjoyment, tradition and sustainability. At ISM 2023, HUG will present its traditional brands as well as new innovations that respond to the trend for small, fine and individually packaged biscuits. The company has fully recovered from the losses caused by the Covid

pandemic and has recorded strong sales growth of CHF 10 million for a total of CHF 123 million. In the food service sector in particular, sales increased significantly by 33% compared to the previous year. This growth was seen in Switzerland as well as the whole of Europe, the U.S. and the Middle East. Development in retail business was relatively subdued in 2022. The Covid effect has faded and shopping tourism has resumed. Nevertheless, the Wernli brand was able to make significant gains in the biscuits category in Switzerland, gaining almost 1% in market share. Export sales are also growing, especially to the Arabian Peninsula (GCC) and Southeast Asia (ASEAN). Among other things, this success was driven by the expansion of the Choco Petit Beurre line with the introduction of the new Mini Chocobean dark – individually wrapped, dark chocolate Choco Petit Beurre minis in a pouch. In 2023, Wernli has a relaunch planned in Switzerland featuring new packaging and a new communication campaign.

Finery from the Grisons mountains

The “Mini Bündner Nusstörtli” from **La Conditoria SEDRUN-SWITZERLAND AG**, which are now available in numerous varieties, have been conquering the world for a while now. In addition to the well-known Grisons specialties, which include the renowned “Mini Bündner Nusstörtli” as the flagship product as well as other varieties and sizes, owner Reto Schmid will also be showcasing his range of chocolate products at the stand, including the “Schweizer Alpentartufi” in four different varieties and the small, delicate “Mini Alpenpralinen.” The exhibitor will be presenting coated items for the first time. Specially designed for seasonal occasions such as Easter, Christmas, Mother’s Day and Valentine’s Day, as well as other general themes, its small luxury gifts are real eye-catchers that will encourage spontaneous purchases. They take the form of attractive pillow boxes, which are designed with great attention to detail and filled with mini tartlets or with individually wrapped truffles. Weight approx. 40 grams. The line is supplemented with motif boxes featuring general themes or with a seasonal design with approx. 120g of contents.

Tailor-made solutions in the snack sector

Whether in the office, on the go or at home, snacks are not merely popular; they have also established themselves as a small and healthy nibble between meals. After a long hiatus, the **Haco Group** will now be represented again with the product category Custom-Made Snacks at ISM 2023 with three companies. The three companies Haco AG (Switzerland), Gutschermühle GmbH (Austria) and Ravensbergen Food B.V. (Netherlands) will present a wide range of ideas and innovations in snacking and confectionery. Whether chocolate, fruit-based or filled, the products leave little to be desired. To achieve the necessary differentiation on the market, private-label and B2B (brand) customers alike appreciate the variety of technologies and packaging variants that the Haco Group can offer. One of the company’s strengths and specialties is developing and implementing solutions tailored to individual customer requirements.

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>
Choco-Diffusion SA - Goldkenn	www.cdgroup.ch	J-018
Chocolat Stella Bernrain AG	www.swisschocolate.ch	J-024
Haco-Group	www.haco.ch	J-020
HALBA Sweet.Salty.Swiss.	www.halba.ch	I-029
Hug AG	www.hug-familie.ch	I-019
Kägi Söhne AG	www.kaegi.com	I-008
La Conditoria Sedrun-Switzerland AG	www.conditoria.swiss	I-011
Maestrani Schweizer Schokoladen AG	www.maestrani.ch	J-010
Villars Maître Chocolatier SA	www.villars.com	J-028

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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