

Cloetta



CHEWITS®



Läkerol®
PASTILLES

Cloetta

CLOETTA

Company overview

THIS IS CLOETTA

Leading confectionery supplier in Northern Europe

FOUNDED

1862

ANNUAL SALES

**SEK
6.9bn**

SALES IN

<50
COUNTRIES



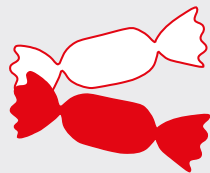
2600
EMPLOYEES



NASDAQ
STOCKHOLM



LEADING
BRANDS



CANDY



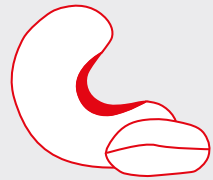
CHOCOLATE



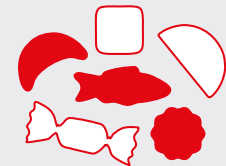
PASTILLES



CHEWING GUM



NUTS



PICK & MIX

**THE
POWER
OF TRUE
JOY.:**

THIS IS
Cloetta

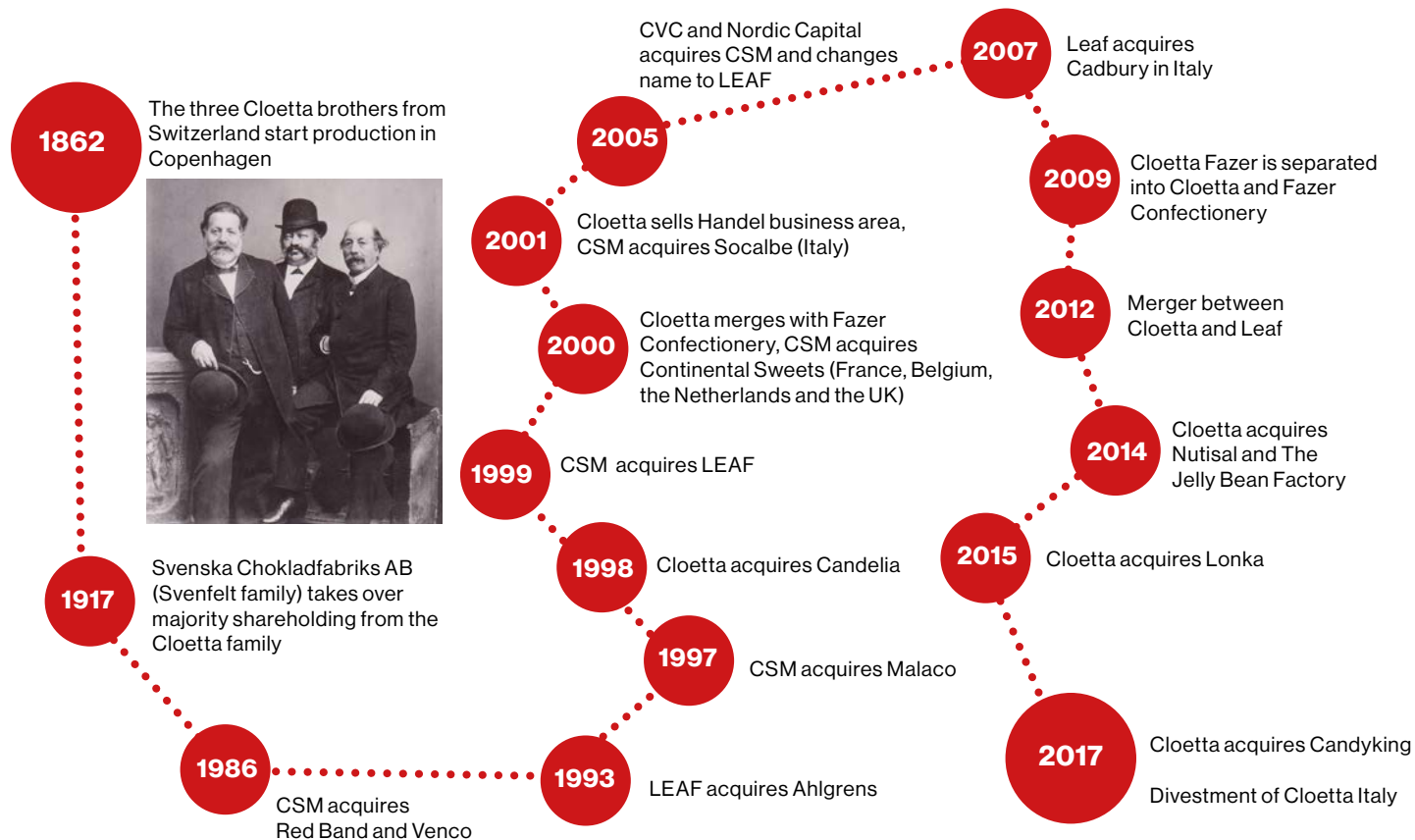
OUR MISSION

We believe in...

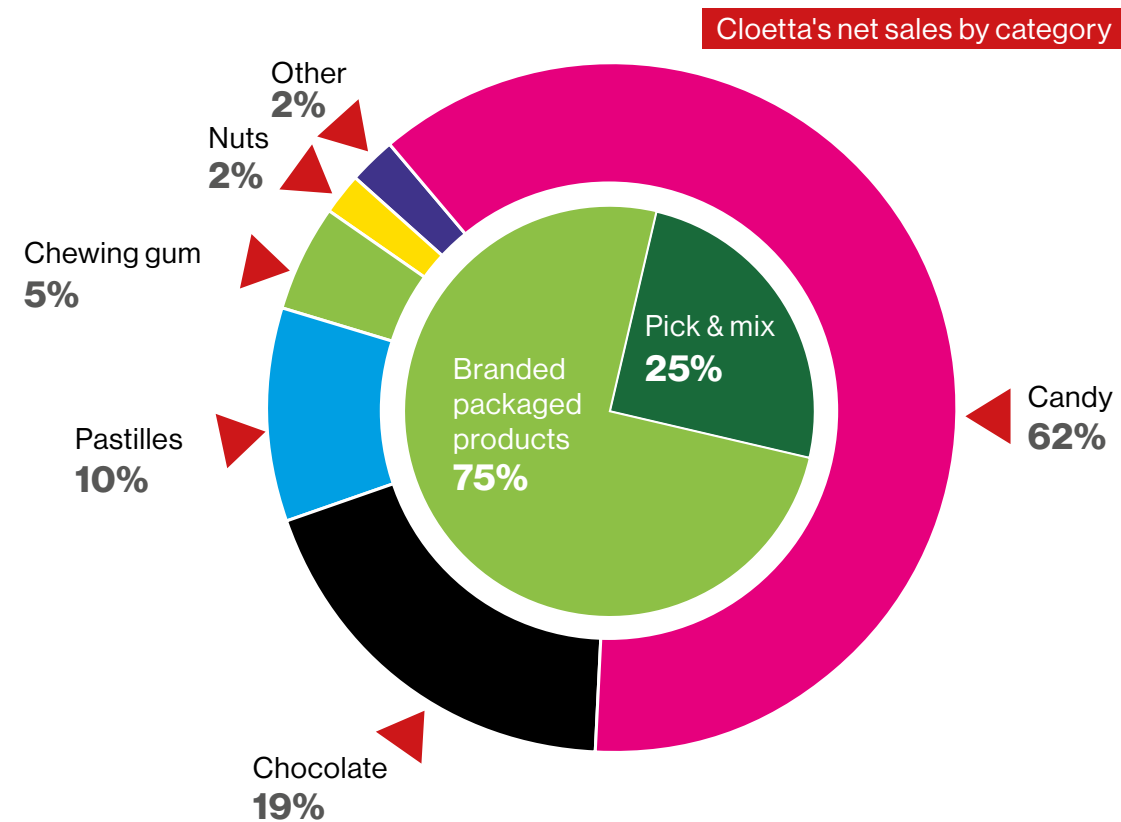


... for our employees, suppliers, customers and consumers.

OUR HISTORY OF MERGERS & ACQUISITIONS

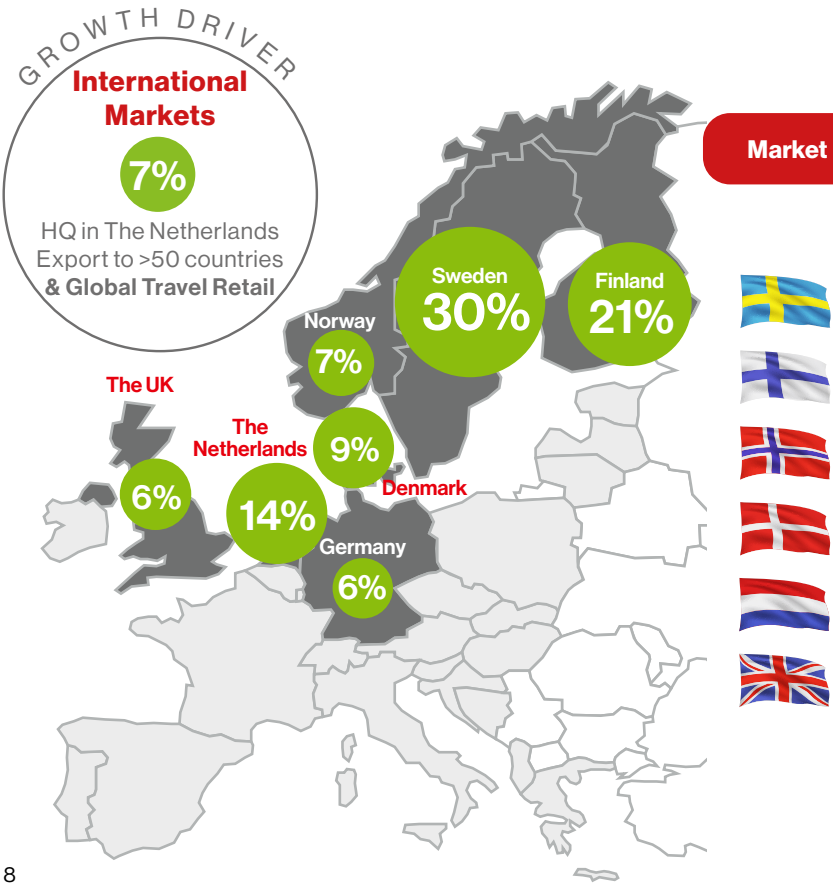


OVERVIEW BY CATEGORY AND REGION



THE CLOETTA ORGANISATION

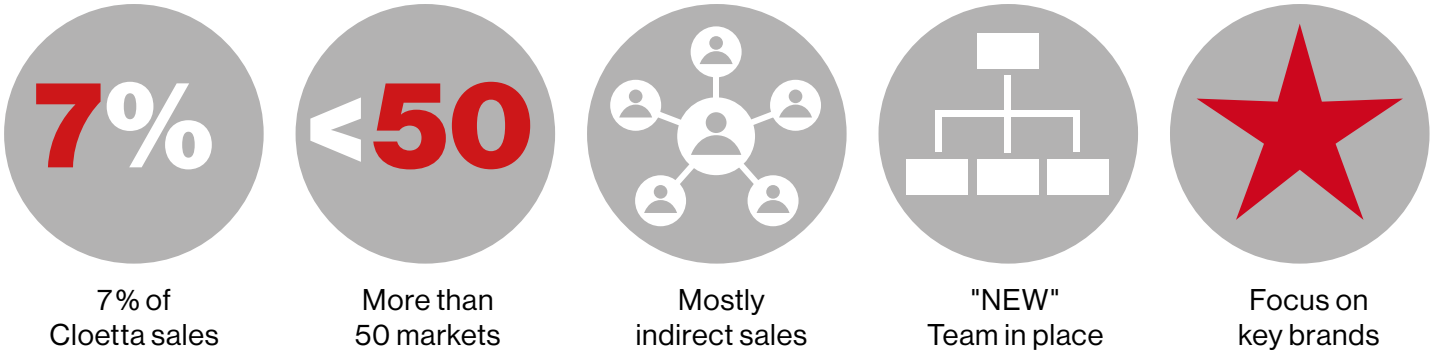
Strong domestic market position: Nordic heritage with Dutch influences



Market	Category position				
	Candy	Pastilles	Chocolate	Chewing gum	Pick & mix
Sweden	1	1	2	-	1
Finland	2	1	4	1	1
Norway	1	2	3	-	1
The UK	2	1	3	-	1
The Netherlands	1	-	-	2	-
Denmark	-	-	-	-	1

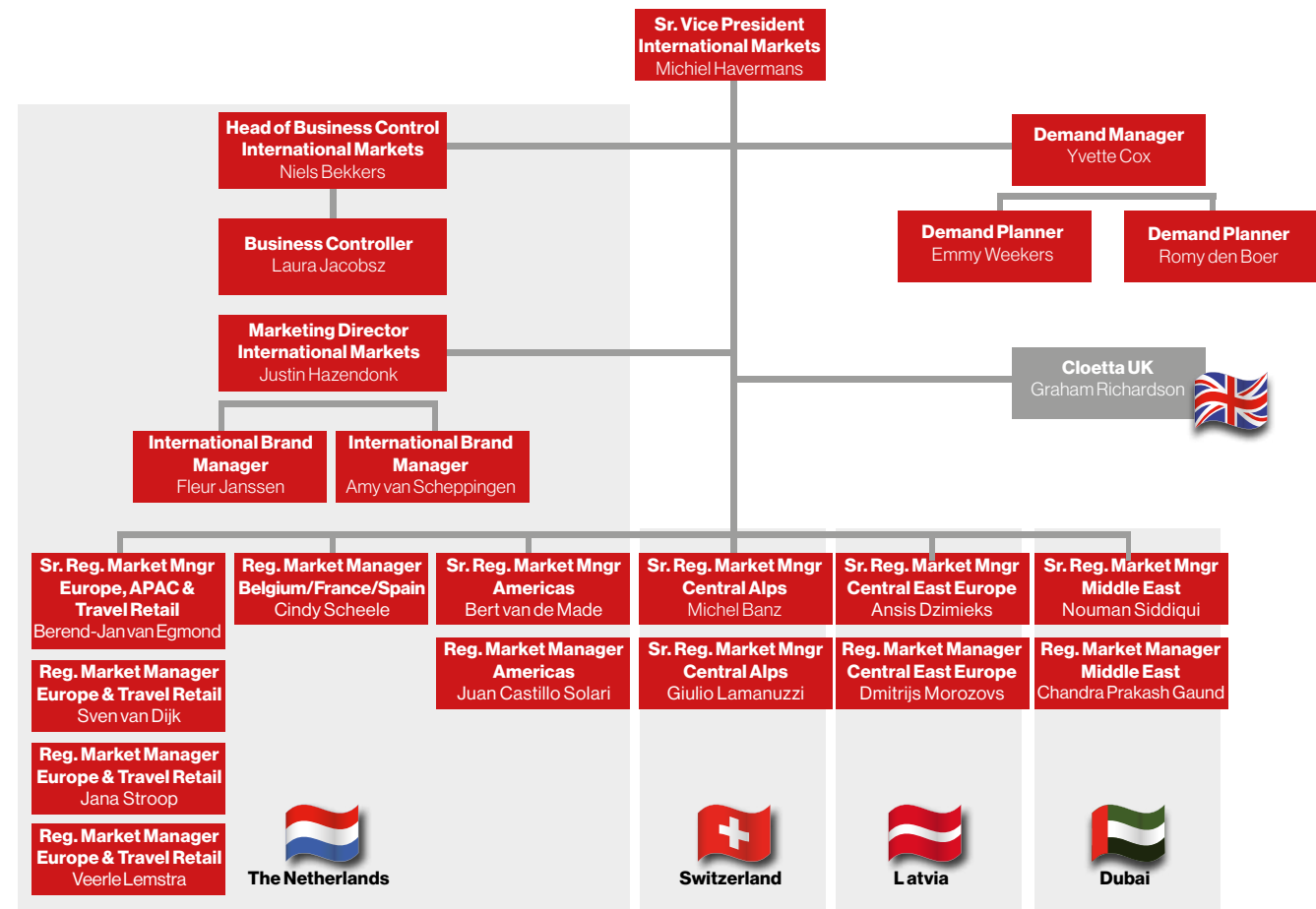
CLOETTA INTERNATIONAL MARKETS

Sales of Cloetta products to more than 50 markets around the world, where Cloetta does not have its own sales and marketing organization



Focus on reaching growth ambition by reducing complexity!

CLOETTA INTERNATIONAL MARKETS TEAM



OUR GLOBAL BRANDS

35 brands in our portfolio: both international and national brands heroes!

INTERNATIONAL BRANDS

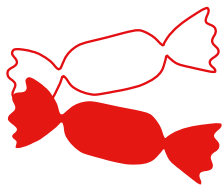


NATIONAL BRANDS



GLOBAL BRANDS

5 focus brands in 3 segments for International Markets



CANDY



CHOCOLATE



PASTILLES



SWEET NEWS FOR OUR PLANET!



FOR YOU:

Within the assortments of all our strategic brands, we have vegetarian and/or vegan option.



100% of our portfolio is going to be free of artificial colors and flavours by 2023, but most of our items already are.





For people:

100% of our chocolate is Rainforest Alliance certified.
A living income is paid to farmers in our supply chain.



For the planet:

We are implementing plant-based packaging in our assortments.
Our aim is 100% of our packaging from renewable sources and
recycled materials by 2030.

For more information check:
cloetta.com/plantpack/.

100%

by
2025



GLOBAL BRANDS



HAIGH!

This is The Jelly Bean Factory.

Born in 1998 in Ireland and with that one of Cloetta's youngest brands. TJBF's pay off **"Yes. That's Flavor"** promises to deliver the best and most unique flavors in the category in a very positive way.

With a range of 36 flavors there's always a favourite flavor for everyone.

As one of the newest kids on the block, TJBF is completely 'on trend' on all high demands of the younger generations and not only because of its sustainable packaging.

There are more FLAVORS to explore!

TOP-10 DOMESTIC MARKETS THE JELLY BEAN FACTORY





GRAB & GO



SACHET

36 MIX

Weight CU: 28g
Article no: 1014334E
Also available in Fruit mix

BAG

36 MIX

Weight CU: 70g
Article no: 1015371
Also available in Fruit mix
and Sour Mix

BOX

36 MIX

Weight CU: 75g
Article no: 1007247CA
Also available in Fruit mix



SNACK & SHARE



POT

36 MIX

Weight CU: 80g
Article no: 1012168J

TUBE

36 MIX

Weight CU: 90g
Article no: 1015384
Also available in Sour mix and Fruit Mix

CUP

36 MIX

Weight CU: 200g
Article no: 1007283CA
Also available in Fruit mix

ATRIUM BOX

36 HUGE FLAVOURS

Weight CU: 225g
Article no: 1005157CA
Also available in Fruit mix



SNACK & SHARE



POP-A-BEAN

36 HUGE FLAVOURS

Weight CU: 100g

Article no: 1007759CA



CAN

36 HUGE FLAVOURS

Weight CU: 380g

Article no: 1014816



SHARING BAG

36 HUGE FLAVOURS

Weight CU: 290g

Article no: 1013337CA



There are more
FLAVOURS
to explore!





HALLO!

THIS IS RED BAND.

Born in 1928 in the Netherlands, a year after its brother Malaco in Sweden. As the Malaco brand name does not suit all markets, we use Red Band for all our international enterprises.

Red Band's pay off **“Makes Life More Colorful”** promises to make every sweet moment together with friends and family more fun.

With a wide range of colorful products and packaging, unique textures, flavors and iconic shapes in every kind of pack format. It's true, Red Band has a colorful favorite for everyone. Even in its smallest form.

There are more COLORS to explore!

TOP-10 DOMESTIC MARKETS RED BAND





SNACK BAGS



SWEET STRAWBERRIES

Weight CU: 100g
Article no: 1013002



SWEDISH FISH

Weight CU: 100g
Article no: 1013502



STRAWBERRY LACES

Weight CU: 100g
Article no: 1000139C



SOUR APPLE

Weight CU: 100g
Article no: 1015166



SNACK BAGS



SUPER SOUR BEARS

Weight CU: 100g
Article no: 1003590 B



SOUR FIZZ

Weight CU: 100g
Article no: 1003537A



SOUR TONGUES

Weight CU: 200g
Article no: 1008206



SOUR TONGUES

Weight CU: 300g
Article no: 1008244A



SNACK BAGS



FIZZY BUBBLEPOP

Weight CU: 100g
Article no: 1011455A



SOUR MUSHROOMS

Weight CU: 100g
Article no: 1005219A



SWEET MUSHROOMS

Weight CU: 100g
Article no: 1000118B



TRULY PARTY ANIMALS

Weight CU: 110g
Article no: 1003538A



REAL FRUIT SNACK BAGS & SHARING BAGS



FRUIT & BERRIES

Weight CU: 100g
Article no: 1016545



FRUIT & BERRIES

Weight CU: 200g
Article no: 1016544



FRUIT & CITRUS

Weight CU: 100g
Article no: 1016548



FRUIT & CITRUS

Weight CU: 200g
Article no: 1016547



Tutti Frutti



Tutti Frutti

For our younger consumers we created a 15g portion sized carton box with fun shaped little candies in multiple colors and flavors.



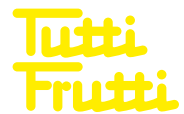
Singles at checkout

Multipack on shelf



TOP-10 DOMESTIC MARKETS TUTTI FRUTTI





BOXES & SNACK BAGS



ORIGINAL

Weight CU: 15g
Article no: 1012031



HEARTS

Weight CU: 15g
Article no: 1012032



BEARS

Weight CU: 15g
Article no: 1013347



COLA

Weight CU: 15g
Article no: 1013348



TWISTS

Weight CU: 100g
Article no: 1015230



LACES

Weight CU: 100g
Article no: 1015229



There are more
COLORS
to explore!





CHEWITS®

HELLO!

THIS IS CHEWITS.

Also known through Chewie, UK's favourite Chewitosaurus and famous from the TV commercials from the 80s and 90s. Born in 1965 as one of the first chewy sweets in the United Kingdom. Due to this strong heritage, Chewits today is still the #1 chew in stick pack format in the UK.

Chewits' pay off "**Chewz the Chew**" triggers people to choose the unique chewy texture of Chewits and the fruity and sour flavors available within the range.

With Chewits Bites, Chewits is offering a whole new chewy experience in a round shape with either a liquid or a sour center. Chewtastic!

There are more TEXTURES to explore!

TOP-10 DOMESTIC MARKETS CHEWITS



CHEWITS® SWEET STICKS



STRAWBERRY

Weight CU: 30g
Article no: 1001893C



FRUIT SALAD

Weight CU: 30g
Article no: 1001895C



CHERRY

Weight CU: 30g
Article no: 1014714A



BLUE RASPBERRY

Weight CU: 30g
Article no: 1014715A

CHEWITS® XTREME STICKS



SOUR APPLE

Weight CU: 34g
Article no: 1001785C



SOUR CHERRY

Weight CU: 34g
Article no: 1014716A



SOUR LEMON

Weight CU: 34g
Article no: 1014717A

CHEWITS[®] BITES



STRAWBERRY

Weight CU: 165g
Article no: 1015460



BLUE RASPBERRY

Weight CU: 165g
Article no: 1015459



APPLE & LEMON

Weight CU: 165g
Article no: 1015461

CHEWITS[®]





HEJ!

THIS IS CLOETTA.

Born in 1862 in Copenhagen. Named after the Swiss brothers that brought the art of chocolate making to Scandinavia.

Cloetta's pay off "**Choose right, Choose Cloetta**" promises a variety of choices to meet everybody's chocolate needs. With multiple sub-brands and products under the Cloetta brand umbrella, we offer chocolate for everyone. Kexchoklad turned out to have great international potential:

Being famous for its crispiness and being light on the stomach. With a brand name which means "a biscuit with chocolate" it is very straightforward and easy for consumers to understand and remember.

There are more BRANDS & SHAPES to explore!

TOP-10 DOMESTIC MARKETS KEX





BARS & SHARING BAG



KEX SHARING BAG

Weight CU: 156g
Article no: 1001308



KEX ORIGINAL

Weight CU: 60g
Article no: 1013205



KEX ORIGINAL

Weight CU: 25g
Article no: 1001310



There are more
BRANDS AND SHAPES
to explore!



Läkerol®

PASTILLES

HALLÅ!

THIS IS LÄKEROL.

Born in 1909 in Sweden and an international superstar since 1939. Läkerol was created by the famous Alfred Ahlgren who was able to turn a cough medicine into a pastille.

Läkerol's pay off "**Makes People Talk**" promises to deliver a product that soothes your throat, makes you feel confident and stimulates social interaction. And that promise has always been kept.

Perfect for on the go, at home or work, it's discrete and permissible and can be enjoyed whenever you feel like a long lasting fruity pastille.

There are more REFRESHING FLAVORS to explore!

TOP-10 DOMESTIC MARKETS LÄKEROL



Läkerol® BOXES
PASTILLES



STRAWBERRY
Weight CU: 27g
Article no: 1011439B



CASSIS
Weight CU: 27g
Article no: 1011522A



EUCALYPTUS
Weight CU: 27g
Article no: 1011377A



LEMON
Weight CU: 27g
Article no: 1011442B



STRAWBERRY
Weight CU: 25g
Available from H2 2024



CASSIS
Weight CU: 25g
Article no: 1004006



EUCALYPTUS
Weight CU: 25g
Article no: 1004008



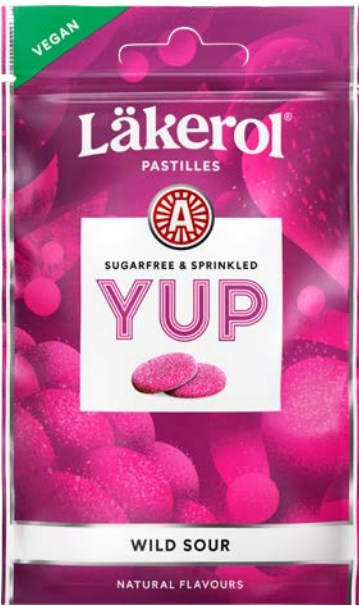
LEMON
Weight CU: 25g
Article no: 1014507



Läkerol® YUP
PASTILLES



STRAWBERRY LIME
& SOUR PEACH
Weight CU: 30g
Article no: 1007942



WILD SOUR
Weight CU: 30g
Article no: 1000635

There are more
REFRESHING FLAVORS
to explore!



NATIONAL BRANDS

bilar AHLGREN'S



NUTISAL



TUPLA



Polly



Lonka
SINCE 1920



VENCO
SINCE 1920 JAAR PASSE VOOR DEET



Mynthon



JENKKI
xylitol



KING



SPORTLIFE



Bentasil



XyliFresh



Cloetta

There's more to explore!