



Cloetta
GLOBAL TRAVEL RETAIL

2024

THIS IS CLOETTA

Cloetta, founded in 1862, is a leading confectionery company in the Nordic region and The Netherlands. Cloetta is manufacturing and marketing confectionery, chocolate products, nuts, pastilles, chewing gum and pick & mix concepts. In total, Cloetta products are sold in more than 50 markets worldwide.

FOUNDED

1862

ANNUAL SALES

**SEK
6.9bn**

SALES IN

>50
COUNTRIES



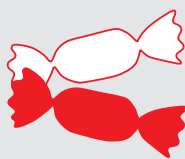
2600
EMPLOYEES



NASDAQ
STOCKHOLM



LEADING
BRANDS



CANDY



CHOCOLATE



PASTILLES



CHEWING GUM



NUTS



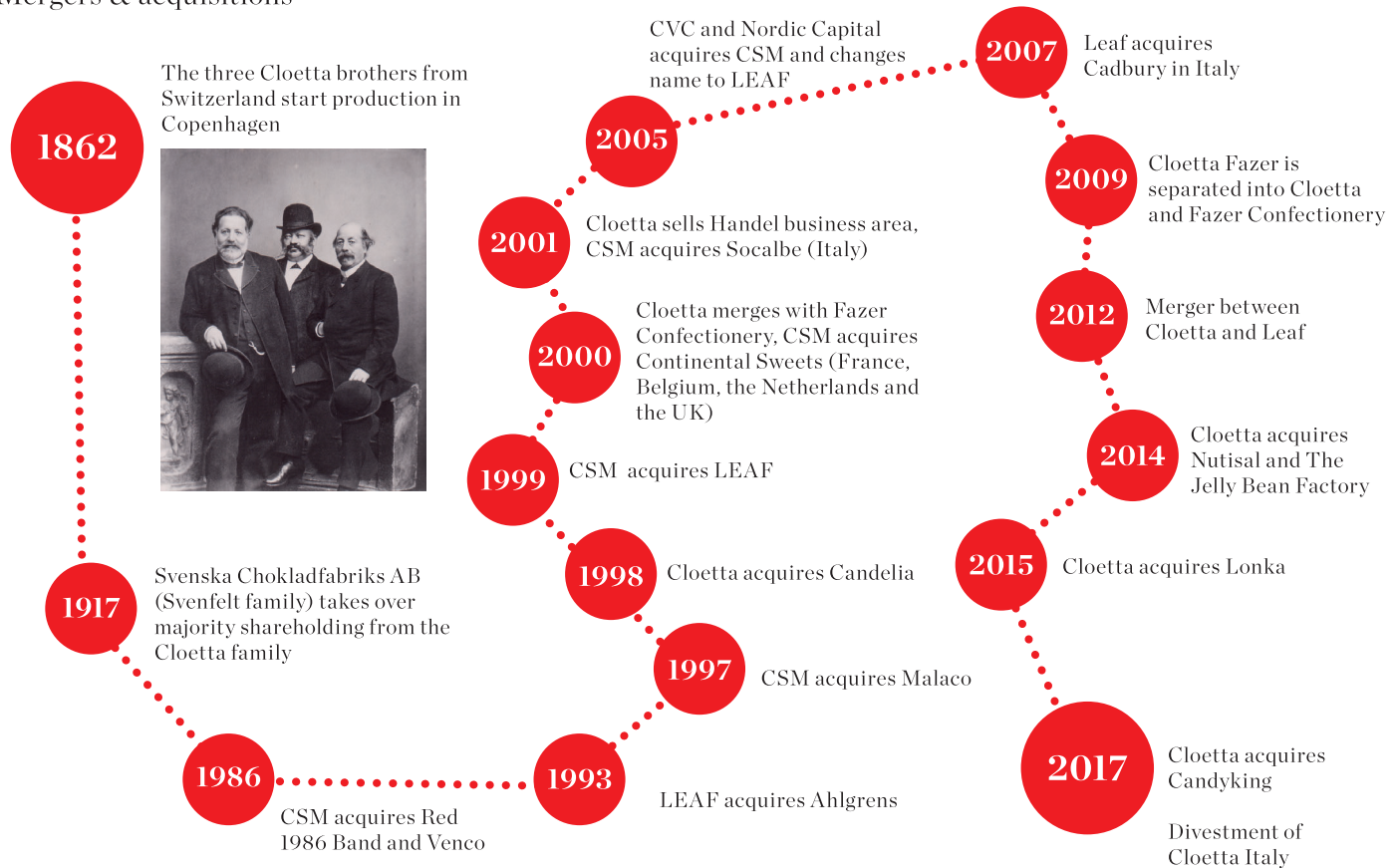
PICK & MIX

THE
POWER
OF **TRUE**
JOY.

THIS IS
Cloetta

OUR HISTORY




Mergers & acquisitions



CLOETTA'S STRATEGIC STRENGTHS

- Strong brands and market positions in a stable market.
- Excellent availability in the retail trade with the help of a strong and effective sales and distribution organisation.
- Outstanding consumer knowledge and loyalty.
- Innovative product and packaging development.
- Effective production with high and consistent quality.

**Strong presence in Northern Europe
due to leading local brand portfolio**

Market	Category position				
	Candy	Pastilles	Chocolate	Chewing gum	Pick & mix
	1	1	2	-	1
	2	1	3	1	1
	1	3	5	-	1
	2	1	-	-	1
	1	-	-	2	-
	-	-	-	-	1

Based on Cloetta market share in respective category in 2022.



>40

Travel Retail sales in
more than 40 countries



A dedicated
global team



Focus on
sugar confectionery
category growth

CLOETTA GLOBAL TRAVEL RETAIL

With a strong market position in the North European Travel Retail industry, Cloetta Global Travel Retail is now increasing its presence around the world.

We believe it's time to prove the potential of sugar confectionery by offering a total value adding category solution.

A SWEETER FUTURE!

Our agenda “A Sweeter Future” focuses on creating joy and long-lasting value For You, For People and For the Planet. It reflects the most important topics where Cloetta impacts the economy, environment, and society.

When it is time for life's sweetest moments, Cloetta delivers the best. From the most indulgent sweets to healthier treats, Cloetta is always innovating to bring joy to all tastes.

Approach:

Our consumers are at the center of our business and their needs drive our product innovation. All this while ensuring safe, high quality, transparently labeled and trusted products.

Targets and ambitions:

- 100 per cent non-artificially colored and flavoured candy and pastilles by 2023
- Offer sugar-free, less sugar, as well as options with functional ingredients
- Offer more vegan options
- Lead the world in xylitol products for healthier teeth



FOR YOU



In the world's sweetest business, making a real impact is the key. From local communities to employees, farmers and societies, Cloetta strives to provide joyful moments, prosperous working lives and responsible involvement.

Approach:

Our internal programmes focus on health, safety, and well-being for our employees. Participating in impact-focused partnerships and dialogues works towards improving living conditions in our supply chain. Through community involvement and marketing our products in a responsible way, we set a positive example.

Targets and ambitions:

- Continue to work towards zero work-related accidents
- Cloetta Engagement survey to be in line with the global benchmark by 2025
- All Cloetta markets running a purpose driven community engagement initiative by 2025
- Maintain existing partnerships and initiate a new collaboration to improve living conditions in our supply chain by 2025

A healthy planet is the source of all our ingredients – and securing true joy for the future. We make sure to use resources efficiently, lower our climate impact and work towards our science-based target.

Approach:

Climate Action, Sustainable Sourcing, and Less and Better Packaging are our three main priorities in improving our footprint. Within these, we work towards improving the environmental performance of our suppliers, assessing topics like biodiversity, energy usage, waste, and emissions in our own operations but also in our supply chain.

Targets and ambitions:

- 46 per cent absolute greenhouse gas emissions reduction by 2030 compared to 2019 base year emissions
- 100 per cent recyclable packaging by 2025
- 100 per cent packaging from renewable sources or recycled materials by 2030
- Engage all key suppliers to set their own emission reduction targets by 2025
- With palm oil-based vegetable oils, we will continue to source 100 per cent RSPO segregated certified palm oil
- Maintain 100 per cent Rainforest Alliance certified cocoa





**YES.
THAT'S
FLAVOUR.**



OUR STORY

YES. THAT'S FLAVOUR!

Here at **The Jelly Bean Factory** we're all about saying yes. Saying yes to adventures, to fun, to friends, to adrenaline, to dreaming of travel. We believe that flavour should turn your world upside down, should create an instantaneous moment, a memory, a daydream... Say yes, that's life.

Say yes, that's flavour.

Discover all **36 flavours** of jelly beans! Our gourmet jelly beans contain flavour throughout from the crispy shell to the chewy inside. Experience the power of true flavour in our delicious beans, and in life.



YOUR NATURAL CHOICE

Not only do they have huge flavours, our Gourmet Jelly Beans have a **range of benefits** to suit the modern consumer.

- ✓ **GLUTEN FREE**
- ✓ **GELATIN FREE**
- ✓ **NO ARTIFICIAL FLAVOURS**
- ✓ **NO ARTIFICIAL COLOURS**
- ✓ **KOSHER CERTIFIED**
- ✓ **FREE FROM PALM OIL**
- ✓ **HALAL COMPLIANT**

✓ **SUSTAINABLE PACKAGING**

Focus on reducing our impact on the environment by using sustainable packaging is on our agenda, and we are aiming to reduce our use of plastic. Also, with packaging we can create a unique brand experience and meet the expectations of the customers in Travel Retail to differentiate versus domestic.

NATURALLY
COLOURED &
GLUTEN FREE

NATURAL
FLAVOURS &
GELATINE FREE



TJBF is established with one guiding principle; to bring sensational flavours to people across the globe.



Our global hero brand's ambition is to be the best tasting sweets in the world without any barriers to enjoy.



Your natural choice as our beans are Gelatin and Gluten-free. On top that The Jelly Bean Factory is Kosher certified.



Sold in more than 50 countries worldwide with top selling countries: UK, Germany, Poland, UAE and Ireland.



CLASSICS

GRAB&GO



POT

**36 HUGE
FLAVOURS**

Weight CU: 80g
Article no: 1012168J



POP-A-BEAN

**36 HUGE
FLAVOURS**

Weight CU: 100g
Article no: 1007759CA



TUBE

**36 HUGE
FLAVOURS**

Weight CU: 175g
Article no: 1015340



TUBE

**18 FRUIT
FLAVOURS**

Weight CU: 175g
Article no: 1015426



TUBE

**9 SOUR
FLAVOURS**

Weight CU: 175g
Article no: 1015431



YES YOU CAN!



MIX CAN

**36 HUGE
FLAVOURS**

Weight CU: 280g
Article no: 1015733

SHARING IS CARING



Article no:
1015432

CUPS

36 HUGE
FLAVOURS

Weight CU: 200g
Article no: 1007283CA
Also available in 18 fruit mix



Article no:
1015572

ATRIUM BOX

36 HUGE
FLAVOURS

Weight CU: 225g
Article no: 1005157CA
Also available in 18 fruit mix



SHARING BAG

36 HUGE
FLAVOURS

Weight CU: 275g
Article no: 1015573



JAR

36 HUGE
FLAVOURS

Weight CU: 700g
Article no: 1005162CA



MAKES LIFE MORE COLOURFUL

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 Colourful"** promises to make every sweet moment together with friends and family more fun. With the colourful Travel Retail Exclusive Sharing Bags in two iconic shapes (Swedish Fish and Sour Suckers) Red Band offers a favorite for everyone and is able to meet expectations of the customers in Travel Retail to differentiate versus domestic.





Red Band roots go back to 1928 in The Netherlands.



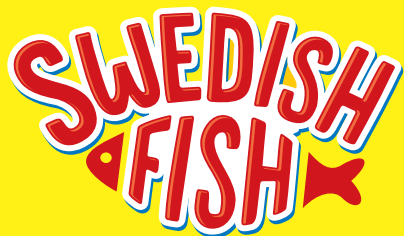
Red Band is also known as Malaco. The leading sugar confectionery brand in Scandinavia.



Sold in more than 25 countries.



Red Band is one of the strongest umbrella (confectionery) brands in the BeNeLux (100% brand awareness)



SWEET



Swedish Fish used to be the most successful export product for Malaco. We reintroduced it under the Red Band flag.



Swedish Fish became so popular in the USA that to this day, it is still a top 5 confectionery, 100MEUR+ consumer value item.



Swedish Fish is gelatin free and does not contain artificial colours.





PORTION CONTROL
4 Sachets inside!



NEW LAUNCH!

SWEDISH FISH
SHARING BAG

Weight CU: 400g
Article no: 1017938

SOOR SUCKERS



Red Band was the first in the world to launch the “suckers” shape in 1928.



Instead of artificial colours, we use vegetable extracts to make our Sour Suckers look tastefully colourful.



The Original Red Band Sour Suckers remain a Canadian and Dutch best seller.



SOOR SUCKERS



PORTION CONTROL
4 Sachets inside!



NEW LAUNCH!

SOOR SUCKERS
SHARING BAG

Weight CU: 400g
Article no: 1017939

REAL FRUIT CANDY



Innovative and novel product launched in 2022 under the umbrella of one of Cloetta's biggest and most valuable brands. Now also available in a carton sharing bag!



Familiar candy texture, made with fruit juices and fruit purée, containing only natural aromas and colours. Real Fruit Candy, 50% fruit and 100% taste!



Real Fruit is vegan and gelatin free. It answers to the growing consumer demand for more natural options in the confectionery offering.



The entire fruit is used when making the fruit puree, ensuring less waste.



REAL FRUIT & CITRUS

STANDING POUCH

Weight CU: 200g
Article no: 1016547

REAL FRUIT & CITRUS

SHARING BAG

Weight CU: 400g
Article no: tbc



REAL FRUIT & BERRIES

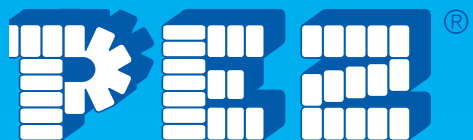
STANDING POUCH

Weight CU: 200g
Article no: 1016544

REAL FRUIT & BERRIES

SHARING BAG

Weight CU: 400g
Article no: tbc



PEZ Candy was invented in Vienna, Austria by Eduard Haas III. The iconic name comes from the German word for peppermint, "Pfefferminz".



Available around the world in more than 90 countries, PEZ candy and dispensers truly have universal appeal!



Cloetta Global Travel Retail has been appointed as the official distribution partner for PEZ in the travel retail industry in Europe, Middle-East and Africa.



The PEZ Twinpacks and Maxi Bags are vegan!





PEZ PAW PATROL

TWIN PACK

Weight CU: 34g

Article no: tbc



PEZ DISNEY PRINCESS

MAXI BAG

Weight CU: 183,5g

Article no: tbc



PEZ HELLO KITTY

TWIN PACK

Weight CU: 34g

Article no: tbc



PEZ THE SMURFS

MAXI BAG

Weight CU: 183,5g

Article no: tbc

2024 LICENSES

CHEWITS®



Born in 1965 and also known through Chewie, UK's favourite Chewitosaurus and famous from the TV commercials from the 80s and 90s.



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



Sold in the UK, Ireland, UAE, Slovenia, Latvia, Lithuania, Saudi Arabia, Cyprus, Spain, Poland and South Africa.



Chewits Bites are gluten free and suitable for vegans, as they do not contain gelatin. Roarsome!

CHEWITS®



STRAWBERRY
STANDING POUCH

Weight CU: 165g
Article no: 1013910



BLUE RASPBERRY
STANDING POUCH

Weight CU: 165g
Article no: 1013908



APPLE & LEMON
STANDING POUCH

Weight CU: 165g
Article no: 1013913



Cloetta Oh So Soft Fudge will be introduced in 2023 in Travel Retail Exclusive packaging.



In the Pick & Mix category, our Fudge always scores high in popularity in our core markets (Germany, UK, Netherlands, Norway, Sweden, Finland and Denmark).



Oh So Soft Fudge is gluten free, palm oil free, and has no artificial flavours and colours.



Oh so Soft® Fudge



CLOETTA VANILLA FUDGE

STANDING POUCH

Weight CU: 180g

Article no: 1017930

CLOETTA SEA SALT FUDGE

STANDING POUCH

Weight CU: 180g

Article no: 1017067

CLOETTA BROWNIE FUDGE

STANDING POUCH

Weight CU: 180g

Article no: 1017068

CLOETTA LIQUORICE FUDGE

STANDING POUCH

Weight CU: 180g

Article no: 1017899

OUR DISPLAY SOLUTIONS

CREATING MAGICAL MOMENTS

We offer tailor made displays that maximize customer experience and ensure high visibility wherever it is needed. The bright colors are hard to miss and will tempt anyone to try the product!

Our newest addition is a second site display, of which the measurements are just 630mm wide by 1430mm high. Despite its small footprint, it delivers a big impact.









ALSO AVAILABLE...

AHLGRENS bilar



These sweet tasting classic car models have been driving around Sweden since 1953.



Ahlgrens bilar is world's best-selling car.



Sold in Sweden, Norway, Denmark, USA, Egypt and Cyprus.



The Travel Retail Exclusive Ahlgrens bilar Limousines are a bigger and bolder version of Ahlgrens bilar Original but with the same colours and flavours.





BIGGER CHEWY
CARS INSIDE!



BILAR LIMOUSINES

TRAVEL PACK

Weight CU: 390g
Article no: 1014835



KEXChoklad officially launched in Sweden as one of Cloetta's active Swedish Classics.



No.1 best selling single product in Sweden within confectionery.



Sold in Sweden, Denmark, Estonia, Latvia, Lithuania, Poland, France, Israel, USA and Iraq.



Since 1980s closely associated with active lifestyle, by sport sponsorships.



NEW LAUNCH!



PORTION CONTROL
26 bars (13g) inside!



KEXCHOKLAD
STANDING POUCH

Weight CU: 338g
Article no: 1018041



The iconic praline with a creamy center was launched in Ljungsbro, Sweden, in 1941.



What makes Center a really tasty and popular chocolate praline is the flavour combination of Cloetta's best milk chocolate filled with a creamy inside of toffee. It is the perfect candy to share and enjoy anywhere and anytime.



Center is the tasty roll in the centre of attention – just unroll a piece and enjoy!



CENTER

NEW LAUNCH!



PORTION CONTROL
14 bars (25g) inside!



CENTER

4-PACK

Weight CU: 312g
Article no: 1001362



CENTER

STANDING POUCH

Weight CU: 350g
Article no: 1018040



WHY PARTNER WITH US?

TOTAL CATEGORY SOLUTIONS

Travel Retail Exclusive Range Sugar, Chocolate and Pastilles. In line with **travelers needs**.

VALUE ADDING SOLUTIONS

Unique and **well known brands** to most nations.

Innovative display solutions to create **unique shopping experiences**.

Making sure we provide the cleanest recipes.



FOCUS ON LONG TERM PARTNERSHIPS

Swedish roots stand for **high quality standards**.

Focus on growing the confectionery category **together!**

YOUR CO-PILOTS IN CONFECTIONERY



Berend-Jan Van Egmond

+316 510 908 90

berend-jan.vanegmond@cloetta.com



Jana Stroop

+316 343 946 07

jana.stroop@cloetta.com



Sven Van Dijk

+316 284 974 11

sven.vandijk@cloetta.com



Veerle Lemstra

+316 813 614 961

veerle.lemstra@cloetta.com

Cloetta Global Travel Retail

P.O. Box 1181, 4801 BD Breda, the Netherlands

Visiting address: Chasséveld 15H, 4811 DH Breda, the Netherlands

Cloetta

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www.cloetta.com



