

# *Cloetta*



**CHEWITS®**



**Läkerol®**  
PASTILLES

*Cloetta*

**CLOETTA**

Company overview

## THIS IS CLOETTA

Leading confectionery supplier in Northern Europe

FOUNDED

**1862**

ANNUAL SALES

**€677  
mln**

SALES IN

**65**  
COUNTRIES



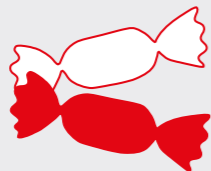
**2600**  
EMPLOYEES



NASDAQ  
STOCKHOLM



LEADING  
BRANDS



CANDY



CHOCOLATE



PASTILLES



CHEWING GUM



NUTS



PICK & MIX



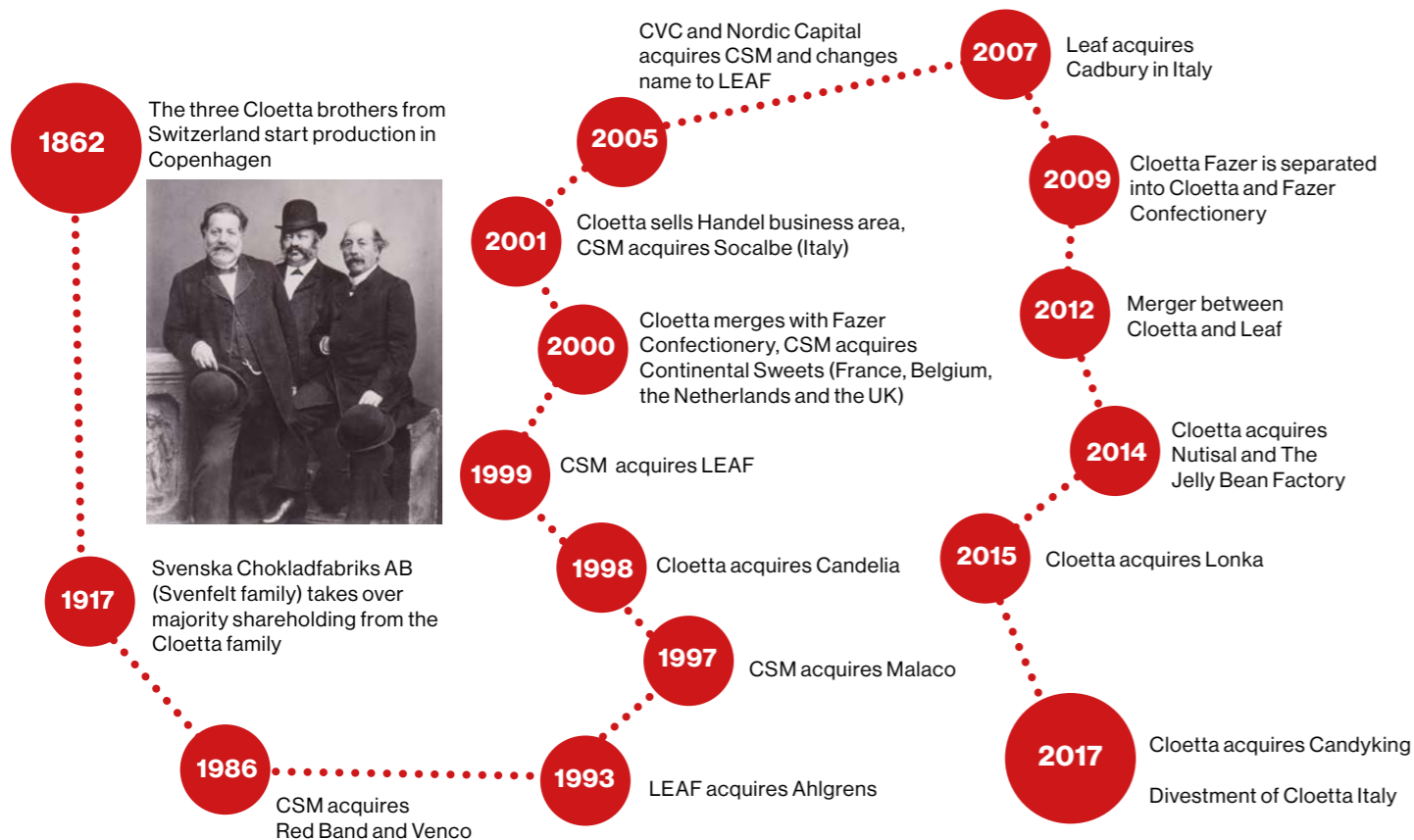
## OUR MISSION

We believe in...

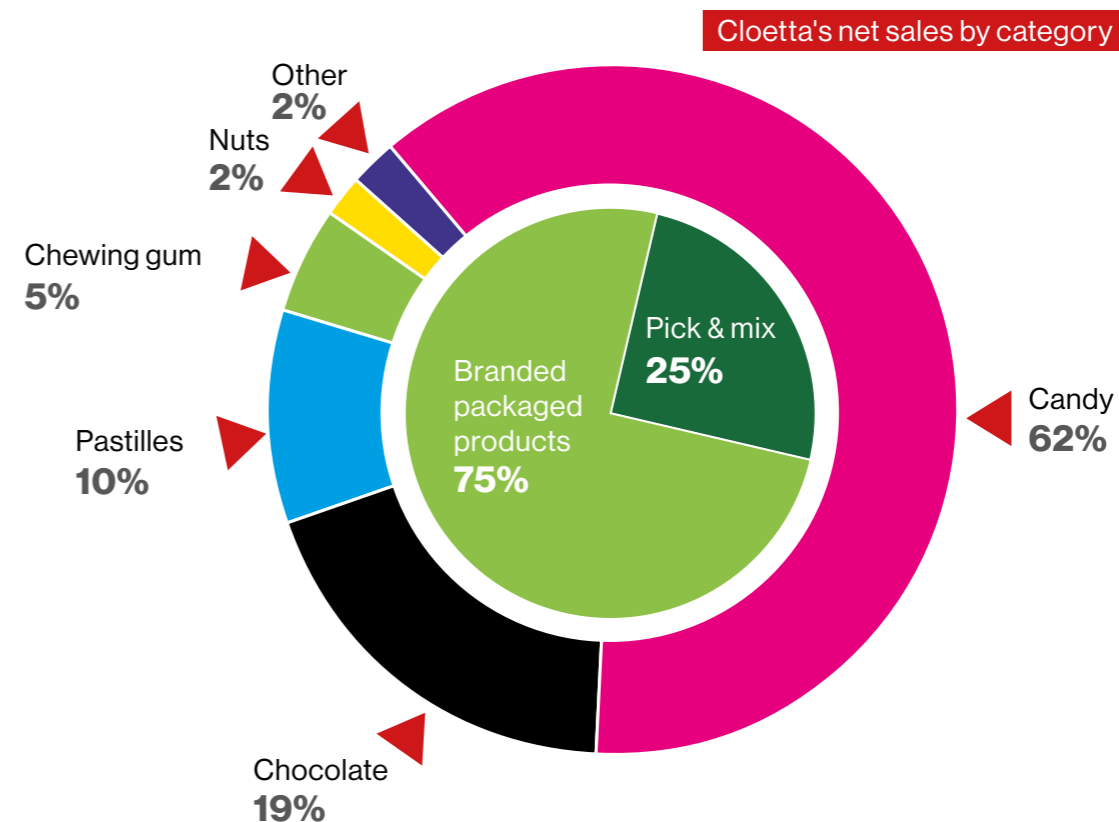


... for our employees, suppliers, customers and consumers.

## OUR HISTORY OF MERGERS & ACQUISITIONS

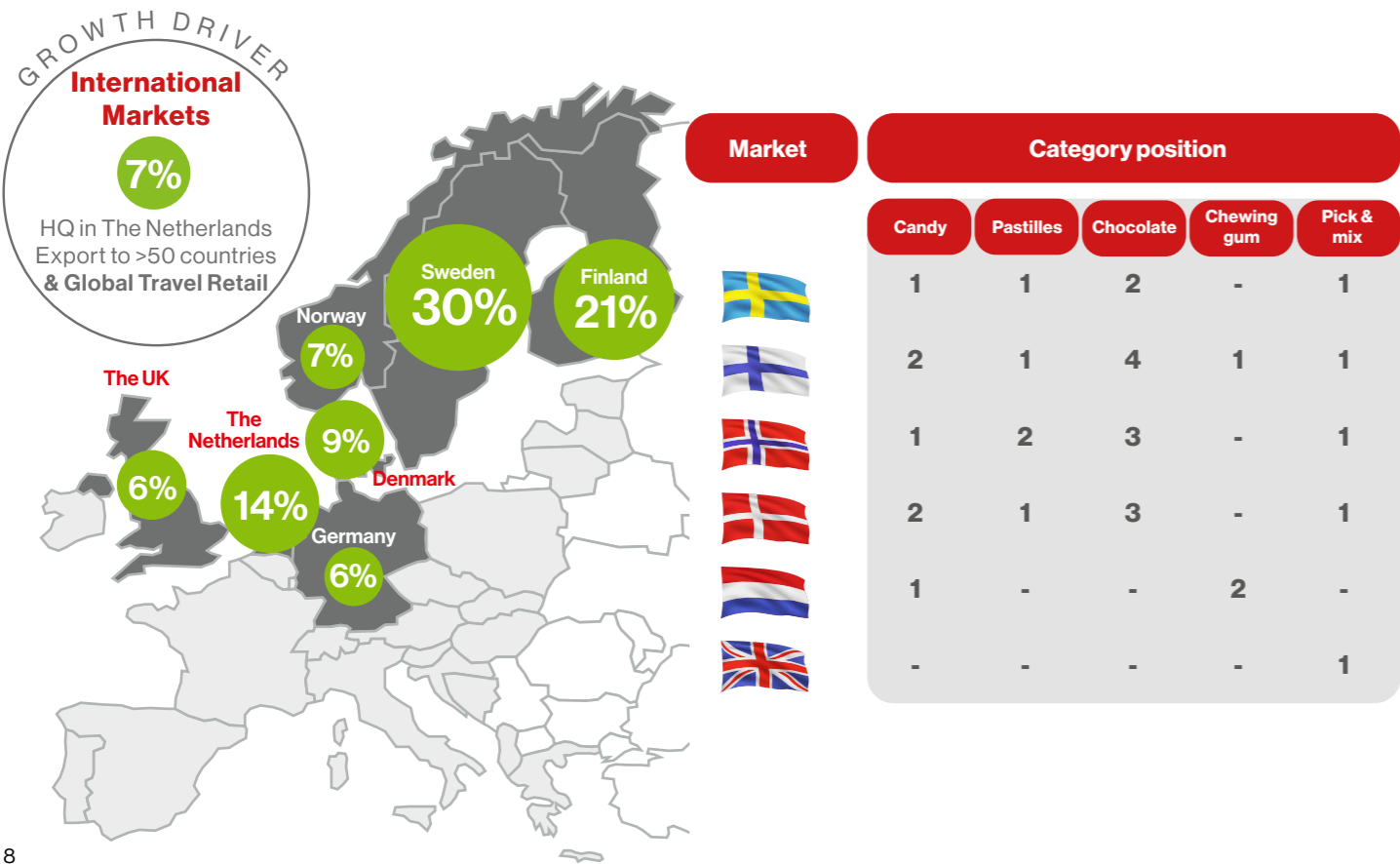


## OVERVIEW BY CATEGORY AND REGION



# THE CLOETTA ORGANISATION

Strong domestic market position: Nordic heritage with Dutch influences



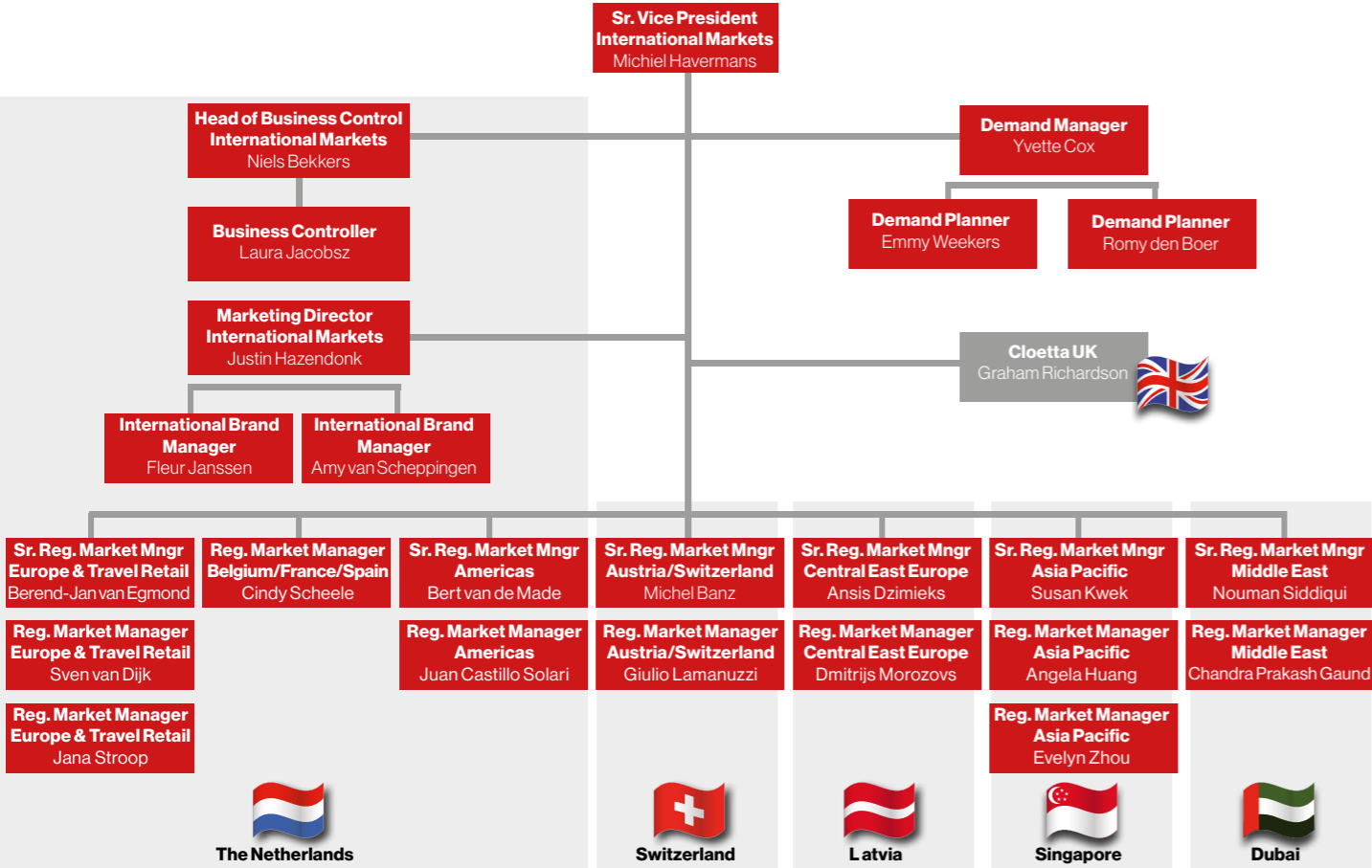
# CLOETTA INTERNATIONAL MARKETS

Sales of Cloetta products to more than 65 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

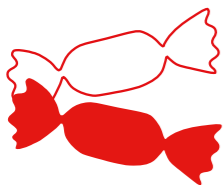


## NATIONAL BRANDS



## 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/](https://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



**NATURALLY  
COLOURED &  
GLUTEN FREE**

**Natural  
Flavours  
& GELATINE FREE**



## 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 Fruit  
mix and Sour 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

Also available in Sour mix



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.



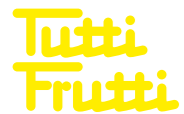
Singles at checkout

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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup>





# 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 LIME

Weight CU: 25g  
Article no: 1004456



CASSIS

Weight CU: 25g  
Article no: 1004006



EUCALYPTUS

Weight CU: 25g  
Article no: 1004008



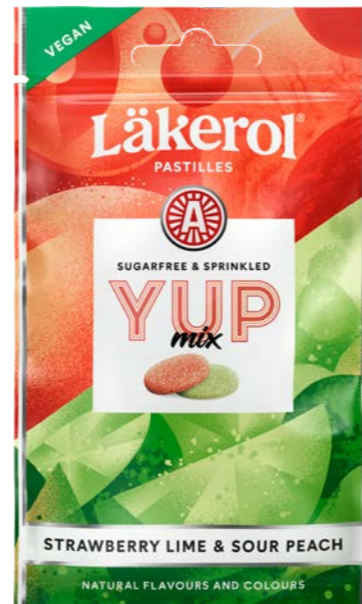
LEMON

Weight CU: 25g  
Article no: 1014507



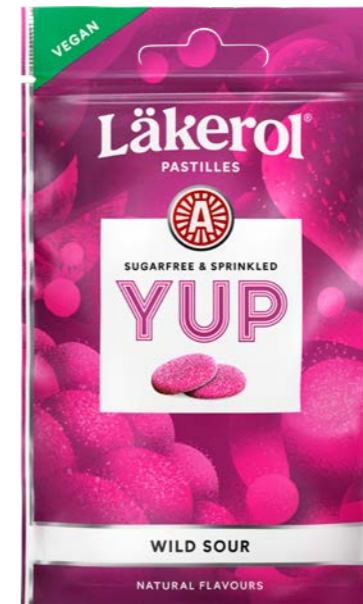
## Läkerol® YUP

PASTILLES



STRAWBERRY LIME  
& SOUR PEACH

Weight CU: 30g  
Article no: 1007942



WILD SOUR

Weight CU: 30g  
Article no: 1000635



ORANGE SPRITZ

Weight CU: 30g  
Article no: 1013103

There are more  
REFRESHING FLAVORS  
to explore!



## NATIONAL BRANDS

**bilar** AHLGREN'S



**NUTISAL**



**TUPLA**



**Polly**



**Lonka**  
SINCE 1920



**VENCO**  
SIJN 125 JAAR PASSE VOOR DEOP



**Mynthon**



**JENKKI**  
xylitol



**KING**



**SPORTLIFE**



**Bentasil**



**XyliFresh**



*Cloetta*

There's more to explore!