



Cloetta
GLOBAL TRAVEL RETAIL

2023

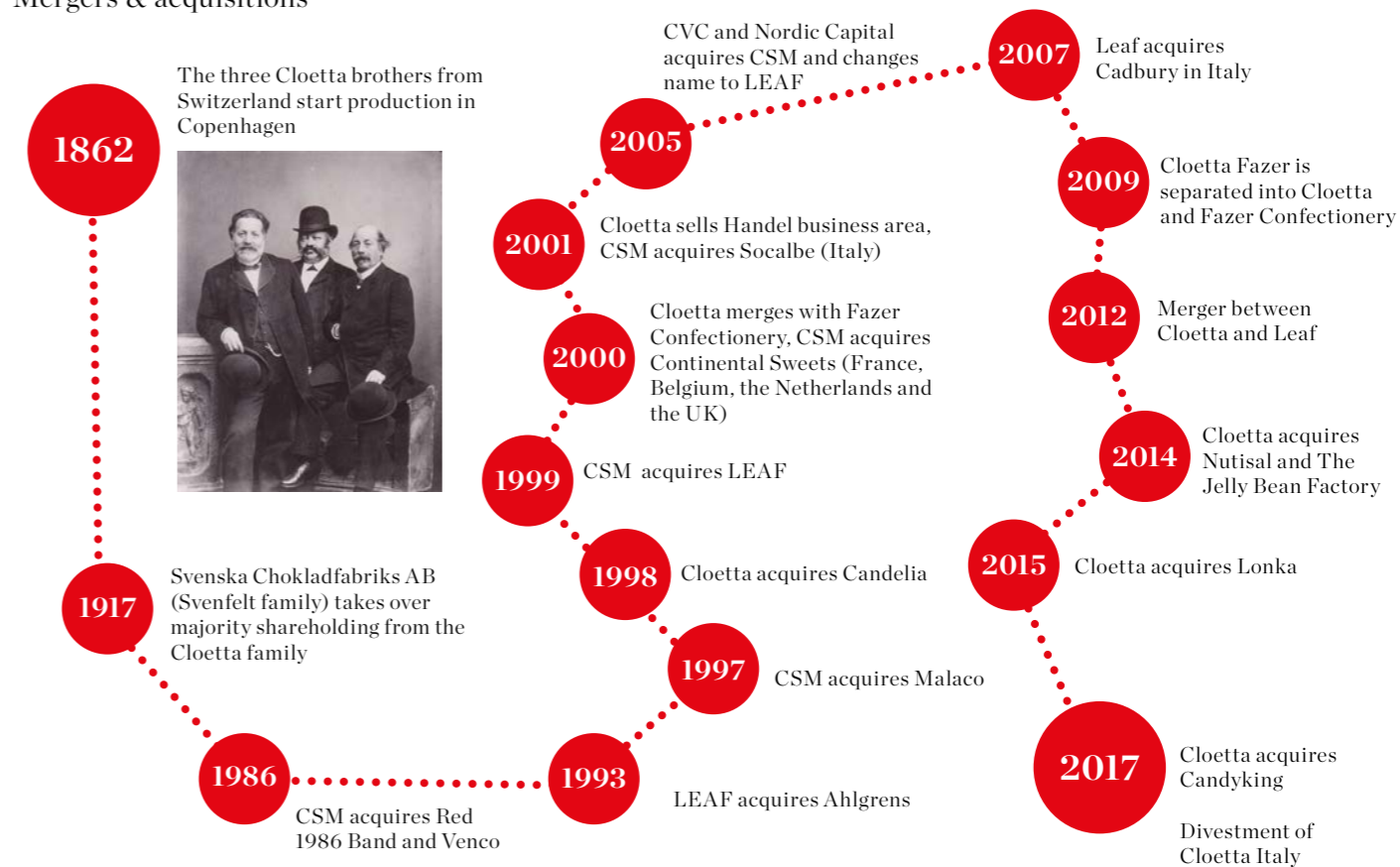
THIS IS CLOETTA

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 65 markets worldwide.

FOUNDED 1862	ANNUAL SALES SEK 6.9bn	SALES IN 50 COUNTRIES	7	2600 EMPLOYEES
NASDAQ STOCKHOLM	LEADING BRANDS	CANDY	CHOCOLATE	PASTILLES
CHEWING GUM	NUTS	PICK & MIX	OUR PURPOSE <i>THE POWER OF TRUE JOY</i>	THIS IS <i>Cloetta</i>

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	3	-	1
	1	-	-	2	-
	-	-	-	-	1

Based on Cloetta market share in respective category in 2021..

>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. Kicking off by introducing our global brands.



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**
- ✓ **GMO FREE**
- ✓ **NO ARTIFICIAL FLAVOURS**
- ✓ **NO ARTIFICIAL COLOURS**
- ✓ **SUITABLE FOR VEGETARIANS**
- ✓ **KOSHER**
- ✓ **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.



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-, Gluten and GMO-free. On top that The Jelly Bean Factory is veggie friendly and Kosher certified.



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

NATURALLY COLOURED & GLUTEN FREE

NATURAL FLAVOURS & GELATINE FREE



GRAB&GO



POT
36 HUGE FLAVOURS
Weight CU: 80g
Article no: 1012168J

CLASSICS



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!



POP-A-BEAN
36 HUGE FLAVOURS
Weight CU: 100g
Article no: 1007759CA



CUPS
36 HUGE FLAVOURS
Weight CU: 200g
Article no: 1007283CA



CUPS
18 FRUIT FLAVOURS
Weight CU: 200g
Article no: 1015432



MIX CAN
36 HUGE FLAVOURS
Weight CU: 280g
Article no: 1015733



SHARING IS CARING



ATRIUM BOX
36 HUGE FLAVOURS
Weight CU: 225g
Article no: 1005157CA



ATRIUM BOX
18 FRUIT FLAVOURS
Weight CU: 225g
Article no: 1015572



SHARING BAG
36 HUGE FLAVOURS
Weight CU: 275g
Article no: 1015573



JAR
36 HUGE FLAVOURS
Weight CU: 700g
Article no: 1005162CA



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!





Finalist for the "Collaboration of the Year"





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.

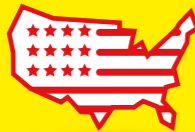


Red Band is one of the strongest umbrella (confectionery) brands in the BeNeLux (100% brand awareness)

SWEDISH FISH



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.

SWEET



SWEDISH FISH



PORTION CONTROL
4 Sachets inside!



SWEDISH FISH
SHARING BAG
Weight CU: 400g
Article no: 1017938

SOUR 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.



SOUR SUCKERS



PORTION CONTROL
4 Sachets inside!



SOUR 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.



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 CANDY



REAL FRUIT FRUIT & CITRUS
STANDING POUCH

Weight CU: 200g
Article no: 1016547



REAL FRUIT FRUIT & BERRIES
STANDING POUCH

Weight CU: 200g
Article no: 1016544



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, Thailand, Poland and Malta.



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

AHLGRENS bilar



BIGGER CHEWY
CARS INSIDE!



BILAR LIMOUSINES
TRAVEL PACK

Weight CU: 390g
Article no: 1014835

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, Ireland, Slovenia, Latvia, Lithuania, Saudi Arabia.



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

Oh so Soft[®] Fudge



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, 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: 220g
Article no: 1017066



CLOETTA SEA SALT FUDGE
STANDING POUCH

Weight CU: 180g
Article no: 1017067



CLOETTA BROWNIE FUDGE
STANDING POUCH

Weight CU: 180g
Article no: 1017068

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



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Cloetta

GLOBAL TRAVEL RETAIL

CHEWTS



bilar AHLGREN'S



Oh so Soft
Fudge

www.cloetta-gtr.com

