

# Cloetta



**CHEWITS**



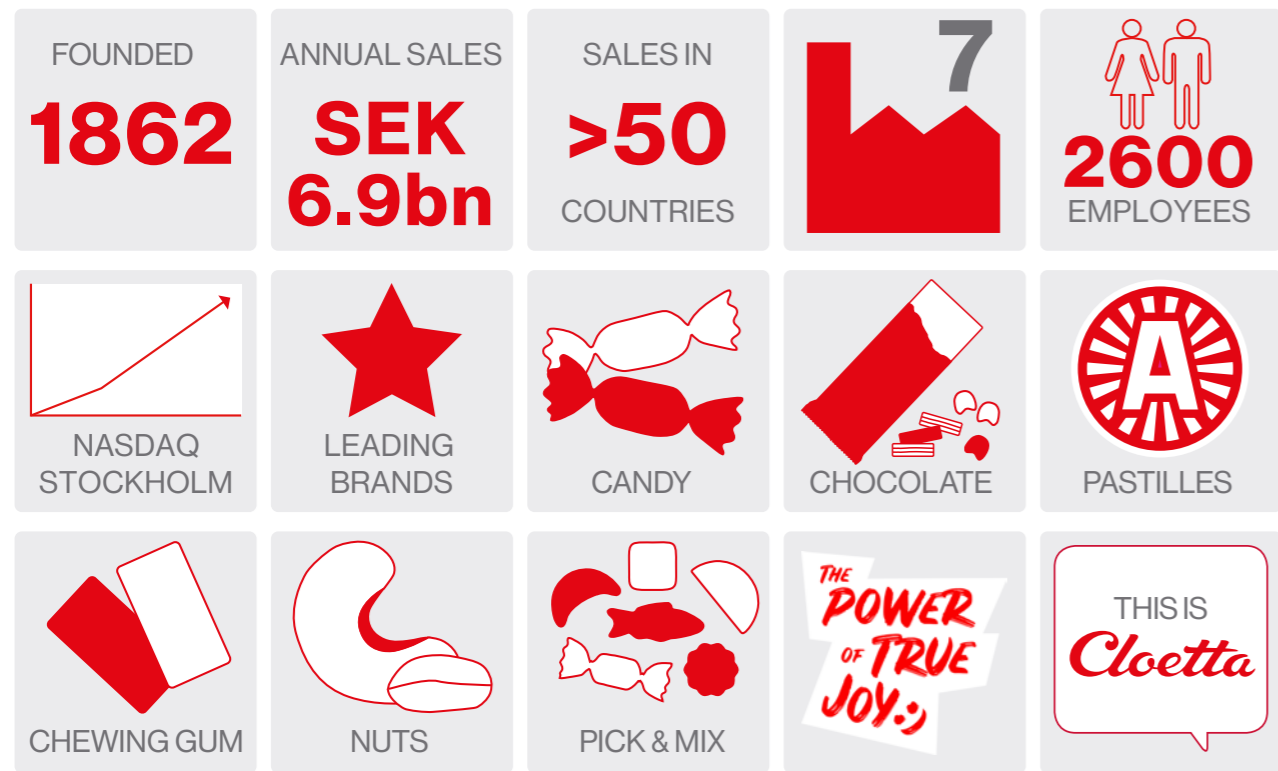
**Läkerol**  
PASTILLES

*Cloetta*

**CLOETTA**  
Company overview

## THIS IS CLOETTA

Leading confectionery supplier in Northern Europe



## OUR MISSION

We believe in...

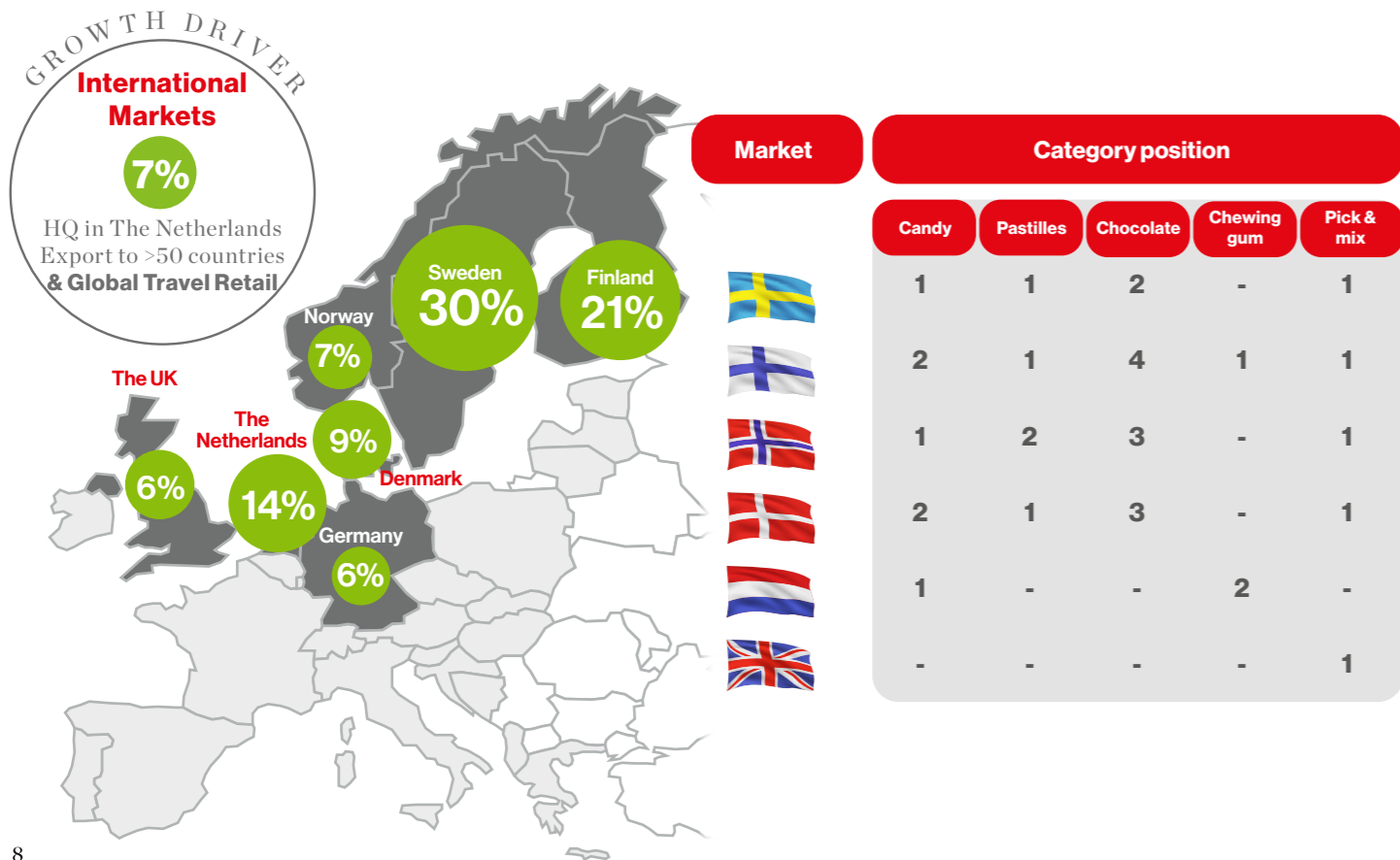


... for our employees, suppliers, customers and consumers.



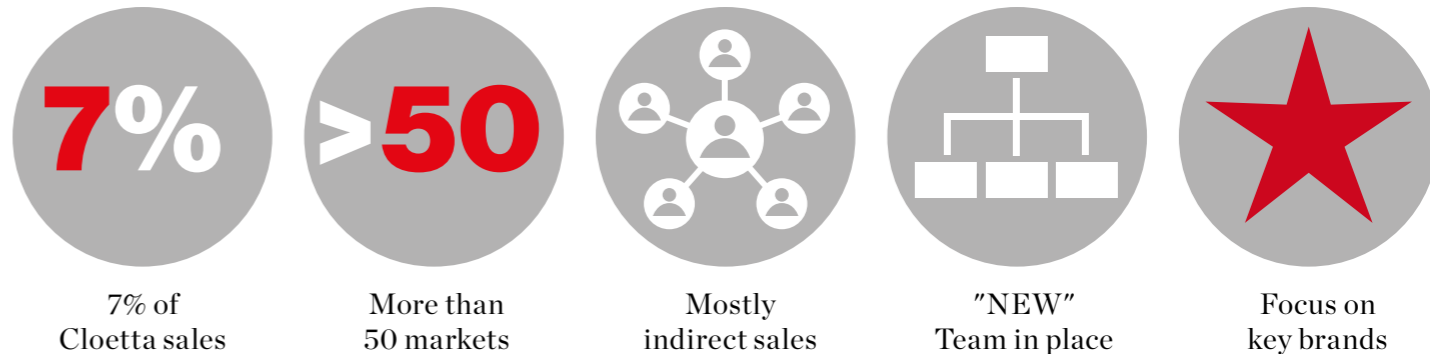
## THE CLOETTA ORGANISATION

Strong domestic market position: Nordic heritage with Dutch influences



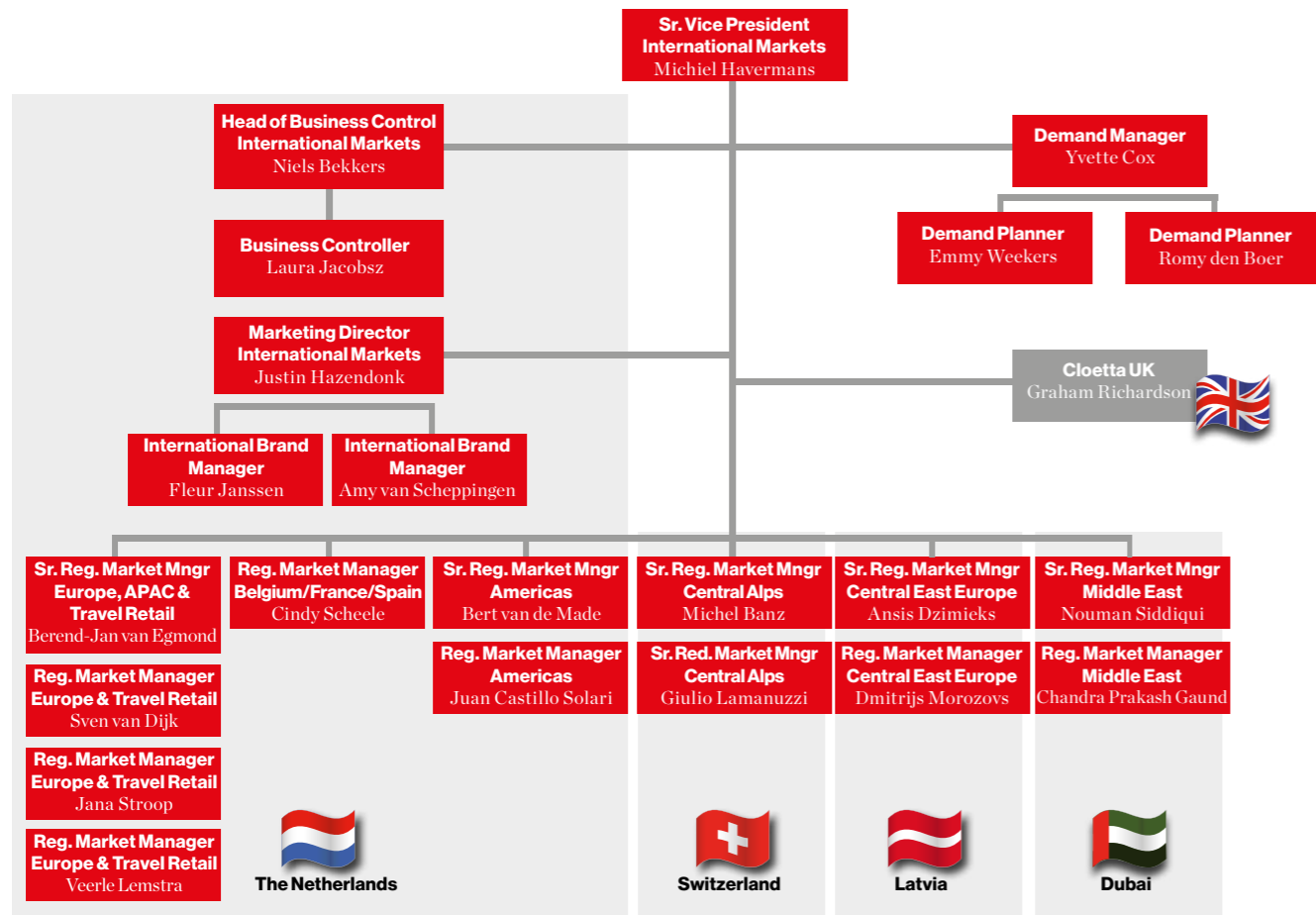
## CLOETTA INTERNATIONAL MARKETS

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



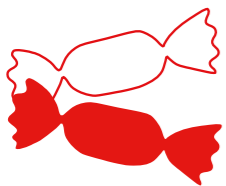
## OUR GLOBAL BRANDS

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



## 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.



VEGAN





**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 Sour mix  
and Fruit Mix

### CUP

36 MIX

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

### SHARING BAG

36 HUGE FLAVOURS

**Weight CU: 290g**  
**Article no: 1013337CA**



GIFTING



POP-A-BEAN

36 HUGE FLAVOURS

Weight CU: 100g

Article no: 1007759CA



ATRIUM BOX

36 HUGE FLAVOURS

Weight CU: 225g

Article no: 1005157CA

Also available in Fruit mix



JAR

36 HUGE FLAVOURS

Weight CU: 700g

Article no: 1005162CA



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: 1003590B



### SOUR STARFISH

Weight CU: 90g



### 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



## REAL FRUIT SNACK BAGS & SHARING 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

### 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



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  
FRUIT FLAVOUR

Weight CU: 100g  
Article no: 1015230



TWISTS  
COLA FLAVOUR

Weight CU: 100g







# 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** REGULAR 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



STRAWBERRY

Weight CU: 115g  
Article no: 1017993



BLUE RASPBERRY

Weight CU: 115g  
Article no: 1017992



APPLE

Weight CU: 115g  
Article no: 1017994



THERE ARE  
MORE TEXTURES  
TO EXPLORE!



# 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





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**  
**Article no: 1017470**



CASSIS

**Weight CU: 25g**  
**Article no: 1004006**



EUCALYPTUS

**Weight CU: 25g**  
**Article no: 1004008**



LEMON

**Weight CU: 25g**  
**Article no: 1014507**



**THERE ARE MORE REFRESHING  
FLAVOURS TO EXPLORE!**



## NATIONAL BRANDS

AHLGREN'S  
**bilar**



**NUTISAL**



**TUPLA**



**Polly**



**Lonka**  
SINDS 1920



**VENCO**



**Mynthon**



xyliol  
**JENKKI**



**KING**



**SPORTLIFE**



**Bentasil**



**XyliFresh**





*Clouetta*

There's more to explore!