

CONFECTIONERY



Bringing the Fun Back to Gum!

The most successful Gum launch since Extra® White Bubblemint, driving an incremental +£4M CSV into the Gum category in 2018!*

With over 1/4 of sales coming from new buyers, Starburst® Gum is bringing in new younger shoppers to the category.



UNEXPLAINABLY JUICY™

MARS WRIGLEY CONFECTIONERY UK

DRIVING FORCE BEHIND BIG SALES

DETAILS

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KEY BRANDS

Mars
Snickers
Galaxy
Maltesers
Celebrations
Starburst
Skittles
Extra
M&M's

Over the past twelve months, the total chocolate confectionery category has continued to show its strength, with the overall market growing 5.5% year-on-year. The primary driver of category growth is innovation and in 2018, Mars Wrigley Confectionery led this by bringing new and exciting products to market.

Having navigated huge cultural, technological and economic change since its launch in the 1930s, Maltesers is still hugely relevant for today's consumer. The UK's fourth largest confectionery brand set the tone last year by launching two exciting new products.

PREMIUMISATION

With premiumisation as one of the biggest trends in confectionery, Maltesers Truffles were Mars Wrigley Confectionery UK's first major step into a premium chocolate offering bringing the familiar crunch and melt combination that consumers love with a new creamy truffy texture. Perfect as a gift for special occasions, Maltesers Truffles have already and will continue to grow the category. Olivia Cheng, Bitesize portfolio director, Mars Wrigley Confectionery UK says: "Maltesers Buttons also reintroduced the brand to younger consumers with a delicious bitesize treat with all the



“Loved for over 80 years, Maltesers is still hugely relevant for today's consumer”

flavour of regular Maltesers but in a fun and playful format, offering consumers a chocolate button with the brand's signature crunchy texture.”

As well as seasonal blockbusters such as Maltesers Bunny, this coming Easter there is also seasonal NPD from the world's number 1 confectionery brand, M&M'S. M&M'S Eggs are proven blockbusters in the USA and Australia, and the product is sure to fly off shelves in 2019.

Innovation in format size and texture is also driving category growth beyond chocolate and we've launched Extra Minis with smaller pellets in fun, portable handyboxes and Starburst Minis unwrapped and easy-to-eat whenever the moment takes you.

'Chewable candy' had been an under-developed segment within the confectionery category up until last year's launch of Skittles Chewies, one of the biggest NPD launches for Mars Wrigley Confectionery UK in nearly 20 years. The removal of the crunchy shell creates a soft fruity texture and provides a unique offering to shoppers.

This innovation has set the tone for 2019 and Mars Wrigley Confectionery will be bringing more engaging NPD to market which is sure to get shoppers excited.



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ANALYSIS

SWEET SENSATIONS

Innovation is driving success in this busy but creative sector **Johanna Thomson** reports





Despite high-profile media attention around sugar, the confectionery category has fared relatively well over the last year – delivering 2% value growth overall. It is also one of the few categories where shoppers are willing to trade up and spend money on products they love to treat themselves to.

Consumers are increasingly buying into premium brands, which helped drive the 4.6% increase in the value of chocolate confectionery. Meanwhile, the UK candy market is booming at £1.2bn a year [Kantar Worldpanel].

“Taste remains crucial in consumer purchasing decisions and that is one of the factors driving the premium market. Also more affluent consumers are prepared to indulge in high-quality confectionery,” says Francesco Vitrano, marketing activation director of Mondelez International.

People are also more willing to try new products or spend a little extra around key occasions. “So we always look to strike the right balance in our range between seasonal NPD and strengthening our core,” says Levi Boorer, customer development director at Ferrero. “Quality is at the heart of everything we do at Ferrero, which ensures we are consistently able to deliver premium products to consumers to support the growth of the category.”

CHOCOLATE

The UK chocolate market is worth £2.9bn and growing [Kantar Worldpanel 52 w/e 17 June 2018]. A poll carried out by The Grocer showed 53% of consumers rated taste as the most important factor when choosing a chocolate bar, compared to 9% who named sugar content.

The vast amount of NPD that comes into the market helps to add new interest, with consumers looking for innovative products to try. Even as consumer tastes and habits change, chocolate remains a popular treat, with the industry proving to be very capable of keeping up with, or anticipating, those trends to keep the market in growth.

Last year was no exception to this success story with the brands achiev-

ing +11.4% growth value growth against a total market that only grew +2.4% in value [IRI Marketplace Total Chocolate Value Sales Full Year 2018 vs 2017].

Shane Angus, sales and brand director for The Hershey Company Brands at Euro Food Brands says: “Hershey Company brands continue to perform ahead of the chocolate market, attracting both new retail partners and new consumers and we are the fastest growing of the Top 10 Manufacturers in Total Chocolate.”

A key driver of the growth in the UK chocolate market is the popularity of the ‘big night in’ occasion, with families looking to recreate the cinema experience without having to leave the house. This has contributed to the incredible, consistent growth of sharing bags, which continue to be a strong proposition at almost £1.1 bn [Nielsen, Total Coverage, Value, MAT WE 02.06.17 vs YA and 2YA – excludes bags under 80g].

“We regularly support all of our brands by investing in multi-channel marketing campaigns, reaching consumers across multiple touchpoints to reinforce our brand awareness and drive demand,” says Ferrero’s Levi Boorer. “We know that investing in our brands really works so will continue to back them to support the further growth of the category.”

In the last 12 months, Nielsen shows Ritter Sport had another impressive year, they grew penetration in a flat market by an impressive +25%, equating to around two million households, value sales grew at +44% and volume sales at +45%, with brand awareness also continuing to grow [Nielsen Scantrack Block Chocolate (80g+) Total Coverage YTD to 29.12.18].

In one major grocery account Ritter Sport delivered 53% of the total category volume growth and 57% of the total category value growth from just a 6% share [Nielsen Scantrack Block Chocolate (80g+) Total Coverage YTD to 29.12.18].

Head of sales Jamie Lowe says: “We are absolutely thrilled with the success of the brand in 2018, consumers really love our taste, variety and quality and our customers value our incremental sales within their category.”

Consumers also want choice when it comes to managing their diet. **6 >>>**

ANALYSIS

» 5 Mondelez International is helping to facilitate this by investing in product innovation, labelling and portion control. Francesco Vitrano, marketing activation director of Mondelez International says: "One key investment is our 30% less sugar Cadbury Dairy Milk. We've never lost sight of the strong sense of duty we have to bring a product to the market that doesn't compromise on taste. When consumers want a treat, they want to eat something that tastes great. A focus on taste runs through the Mondelez portfolio, including investment in added value and premium ranges.

"We have introduced the first singles to the Green & Black's range – Green & Black's Truffle and Green & Black's Praline - to help retailers tap into the premiumisation trend."

SWEETS

The value of sugar confectionery market rose 4.3% to £897m. Admittedly, much of this has been driven by average price rises of 3.7%, but a 0.7% rise in volumes is still an achievement for a category that has been so widely demonised.

Whilst consumers are open to alternative sugar substitutes, they're also mindful about what they're putting in their bodies.

Fifty five percent of UK shoppers are sceptical about artificial sweeteners with natural alternatives appealing more. The use of sweeteners are becoming more prevalent but Bazooka believes consumers can differentiate between the sugars and sweeteners. David Holt, head of UK sales, explains: "In most areas of confectionery artificially sweetened products have not made significant inroads. In our surveys consumers are clear on sugar confectionery and its role in the diets of both themselves and their children with a preference for sugar over artificial sweeteners and a significant rejection of hidden sugars.

"Parents prefer to manage their children's sugar consumption by portion control and limiting spend, this is the trend which has been accelerating and will continue to drive the market forward."

This double digit growth of +12% in

2018 makes Bazooka Candy one of the fastest growing kids sugar confectionery brands in the UK.

Mondelez recently announced Trebor's first sugar-free hard-boiled sub-range, Cool Drops. This great tasting product aims to drive category growth, while capitalising on the growing sugar-free wellbeing trend and refreshing hard boiled candy sub-segment. The product uses an artificial sweetener, but crucially taste was at the heart of the product's development, says the company.

Flavour is also everything for the Jelly Belly Candy Company, the US manufacturer responsible for revolutionising the humble jelly bean. "Jelly Belly is renowned for its range of flavours and premium quality confections. It has a

“ In the battle against sugar, artificial sweeteners are proving a popular option with consumer ”

unique position in the market with very strong brand loyalty," says Tony Alfano, MD of Best Imports and importer of Jelly Belly jelly beans. "Brits love originality and variety."

Candy in particular is tapping into nostalgic trends – especially to attract the older consumer. "Everyone has nostalgic moments and there is an increasing interest in the confectionery that adults enjoyed when they were children and helps them revisit the past," says Nigel Moulton, commercial director of The Great British Confectionery Group.

"As a result, this year sees the resurrection of our Pollards hard boiling range; expect Chocolate Limes, Rhubarb and Custards, Sherbet Lemons and Fruit Drops. Tradition is tempered by modern tastes, so everything is made in a nut-free environment. And while our roots may lie in heritage brands, our approach is anything but old-fashioned."





Fini consider packaging innovation with resealable packs as a route to portion control. The aim is to support branded products with channel specific strategies that engage with consumers in a relevant way. Much of the growth enjoyed by Fini has been organic as customers can see that Fini products offer a point of difference and deliver great quality at a relevant price point.

Fini products offer a point of difference, whether that is through premium packaging or through variety with our product mixes. National account controller Neil Thornton says: "At Fini we continually look to develop dietary specific packs like vegan/vegetarian, Gluten Free, halal and other packs to ensure all consumers can enjoy Fini Sweets."

Perfetti Van Melle (PVM) has introduced Mentos Stay Free to its range of mints and gum. In line with its continued better for you innovation - it's only five calories per sweet and sugar free, naturally sweetened with stevia.

Mark Roberts, trade marketing manager, says: "Whatever sugar substitute a brand uses, maintaining taste and product experience is crucial. At PVM we increased the natural fruit juice content of our Fruittella 30% Less Sugar to preserve the sweet and fruity flavour that consumers know and love. Taste tests proved a success, with positive feedback across the board.

"In particular, packs that help shoppers portion-control their treats are proving popular. To tap into this, we introduced a 28g pack size for our Fruittella 30% Less Sugar last year. The new sachets contain only 99 calories per pack, aligning with Public Health England's (PHE) guidelines of two 100 calorie snacks per day. The convenient sachets are also a great way for retailers in capitalise on impulse sales at tills."

Kervan Gida is an award-winning manufacturer based in Istanbul producing over 50,000 tons of confectionery including licorice, gummies, marshmallow, bubble gum and chocolate. The UK MD Stuart Johnston explains: "At present we supply to over 85 countries around the world with offices in many of these locations.

"Bebeto and Dexters have **B >>>**

ANALYSIS

» 7 started to establish themselves in the UK retail and wholesale market with our brands available in major customers across the UK and we are seeing consistent double digit growth in sales within our customers.

“We continue enjoy strong relationships with many of largest Private Label confectionery retailers and we hope to introduce our new 30% reduced sugar to this category during 2019.”

Haribo offers a portfolio of products that are recognised for providing more choice for consumers and retailers alike, while also driving success for the category.

“Our portfolio boasts some of the UK’s favourite sweets,” comments Jon Hughes, Haribo’s MD. “We produce the very best selling hanging bags that should be core for any store, especially for retailers who aspire to drive growth in their confectionery aisle.”

“Importantly for Haribo and the wider category, these products help to deliver more choice to cater for everyone; whether our consumers are looking for a portion controlled treat for one, sweets to share, a vegetarian product, one that is reduced in sugar or simply their favourite iconic sweet piece.”

The sugar-free market is growing 14% year on year [Nielsen WE 20.05.17 MAT value sale] and playing a bigger role within refreshment products.

Trebor has expanded its range with a key sugar free product to help retailers make the most of the sugar free opportunity. Trebor’s first hard boiled, sugar free candy, Trebor Cool Drops, is available now in two refreshing flavours: Trebor Cool Drops Sugar Free Extra Fresh and Trebor Cool Drops Sugar Free Lemon flavour. The product aims to bring new consumers to the category while driving incremental sales with a new sweet that has less than 100 kcal per pack. The new sweets come in a handy 28g flip-top box, making it ideal for the on-the-go occasion.

Mondelēz has helped facilitate the focus on health by investing heavily in product innovation, labelling and portion control. Mondelēz will also be extending its use of the industry-wide Be

Treatwise logo onto its entire Maynards Bassetts range. Anna Ulrich, brand manager for Joyful Candy at Mondelēz, says: “In the battle against sugar, artificial sweeteners are proving to be a popular option with many big brands.”

From humble beginnings in 1894, Walker’s Nonsuch is one of England’s finest makers of traditional toffee. UK sales director Katie Walker says: “Great for giving and perfect for sharing, the range includes toffee bars, 14 varieties of twist wrapped toffees and chocolate eclairs in different packaging formats, along with a unique hammer pack range. Latest varieties include Salted Caramel and Double Dipped Chocolate Toffees.”

Gum is highly impulsive – more than half of gum purchases are unplanned and most of those unplanned purchases are prompted by seeing gum in store. 50% of gum consumers are under 25 and there’s an opportunity for growth with that audience.

Alyona Fedorchenko, head of gum, Mints and Fruity Confections at Mars Wrigley Confectionery UK says: “We’ve already started bringing true innovation to the market – with the knowledge that fruit gum has a strong appeal to younger people, in 2018 we brought two categories together by launching Starburst Chewing Gum, an innovative sugar-free ‘candy-like experience’ which bridges the gap between gum and candy.”

FUTURE PERFECT

The Better For You trend is showing no signs of slowing, with brands innovating across the category to meet demand for healthier snacks and permissible treats.

Demand for sour flavour profiles is also booming. The market is currently worth £42m with annual growth of 21%

Perfetti Van Melle has some exciting sour launches in the pipeline, including new Fruittella and Chupa Chups SKUs.

There is also the vegetarian and vegan trend, which is continuing to gather pace. With demand for products made without animal gelatine, this poses a huge opportunity for confectionery brands to innovate with ingredients and textures and tap into a whole new market.

Confectionery aisles are bursting with



“ Whilst consumers are open to alternative sugar substitutes, they’re also mindful about ingredients ”



new innovations with smaller pack sizes and new formats but is this adding real value?

Mark Walker, sales director at Swizzels Matlow says: "Following the success of Squashies, now the UK's third bestselling sugar confectionery brand [IRI: Total Market Value Data 52 w/e 02.12.18], Swizzels has expanded the range to include smaller, 45g bags, catering for shoppers seeking a portion-controlled treat. This is a popular choice as +500g share bags are currently in 10% decline. Offering smaller pack sizes is important as it gives shoppers the option to enjoy their favourite sweets without overindulging, adding

huge value."

The big night in will continue to be a hugely popular trend as consumers remain conscious about their spending. Additionally, the 100g-499g share bag category remains the largest sector, worth £496m and in 4% growth which shows these bags suitable for family and friends sharing occasions are still critical to the sugar confectionery market.

It would be quite impossible to not mention the uncertainty surrounding Brexit as it is weighing heavily on both currencies and commodity pricing, resulting in price rises in multiple areas of the supply chain.

By Russell Tanner, category and marketing director at Tangerine Confectionery says: "The hot dry summer of 2018 had an adverse effect on many crops, reducing sizes and yields. Sugar prices in Europe are also rising rapidly, while packaging prices have seen increases due to the growing price of papers and base materials.

"Tangerine is working hard to reduce some of the effects of these increases through development work and improvements in our factories."

This kind of innovation proves this sector has a lot more potential to grow and make the most of its talents. ■

BAZOOKA CANDY BRANDS INTERNATIONAL

STOCK EDIBLE ENTERTAINMENT

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Push Pop
Juicy Drop
Mega Mouth
Big Baby
Ring Pop
Bazooka

Despite the high profile media attention around sugar, the confectionery category has fared relatively well over the last year delivering 2% value growth. Kids sugar remains an important sub sector of sugar confectionery as it continues to increase its category share whilst fuelling the overall category performance.

Double digit growth of +12% in 2018 makes Bazooka Candy one of the fastest growing kids sugar confectionery brands in the UK.

Push Pop, Juicy Drop, Mega Mouth, Big Baby, Ring Pop and the Bazooka range of Bubble Gum and Chews are resonating with kids as they offer great tasting, high quality candy and “Edible Entertainment”. Bazooka’s core powerhouse brands such as Juicy Drop and Push Pop continue to be strong category performers with Juicy Drop delivering 44% growth last year.

David Holt, head of UK sales, explains: “Our brands capture kid’s imaginations. We invest significantly in understanding our consumers and we use this knowledge to develop relevant and affordable products that tap into kid’s sense of adventure and desire for fun. Brands such as Juicy Drop and Push Pop also deliver great Cash Rate of Sale for retailers, adding value back into the category which has an average selling price of 33p. “We are also excited to introduce PJ

“Kids Sugar remains an important sub sector of sugar confectionery”

Masks as a new license with the addition of PJ Masks Candy Bites with collectable figurines and gummies. Expanding on our hugely successful Peppa Pig range we will also be launching Peppa Pig gummies!

NEW BRAND OF CHEWS

Bazooka Candy Brands will also be launching a new brand of chews this year with the introduction of Rattlerz into our portfolio, we are very excited to bring these delicious crispy coated fruit chews to the market in both a sweet and sour variety.

To ensure retailers make the most of the kids sugar opportunity Bazooka reinforce the need for visibility of brands. Successful retailers are those who create destinations in store for kids sugar lines.

Free standing displays and counter displays are also great ways of securing visibility if a permanent solution isn’t right for your store. Holt continues ‘being able to create a bit of theatre and fun in store, which is merchandised well, makes it easy for kids to find what they are looking for. It’s also a great way of showcasing new products and introducing key licenses such as Peppa Pig, Paw Patrol and PJ Masks into their repertoire. Offering a fantastic shopping experience to these consumers will only make them want to come back and explore time and time again.’



Bazooka®

Candy Brands

SUGAR CONFECTIONARY

1 BILLION OPPORTUNITY*

KIDS SUGAR GROWTH 1.67%*

12% BRAND GROWTH

44% BRAND GROWTH

NEW!



MAKE YOUR STORE A DESTINATION FOR FAMILIES

- Range and choice are key to attracting children and their families to your store.
- Children select stores based on the sugar confectionary offer stocked.
- They want a wide choice of products, flavours and brands to choose from.*

JUICY DROP POP

BIG BABY POP!

Bazooka®
Candy Brands

Ring POP

MEGA MOUTH

PUSH POP

* IRI MAT to 9/9/18. * Source Family, Kids & Youth August 2018.

For further information or sales enquiries contact us at Shipping-TIL@topps.com

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JELLY BELLY CANDY

THE ORIGINAL AND BEST

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KEY BRANDS

Jelly Belly

↙ Jelly Belly Candy Company, the U.S. manufacturer responsible for revolutionizing the humble jelly bean, is renowned for its range of Jelly Belly jelly bean flavours and premium quality confections.

Now, fan favourite flavours of Jelly Belly beans are at the ready, with the versatile 70g bag line.

Ideal for both impulse buying and in-aisle displays this line features Jelly Belly Candy Company's most popular assortments of Jelly Belly beans in true-to-life flavours.

Available assortments include 20 Flavours, Sours, Fruit Mix, Jewel Mix, Ice Cream Mix, Mixed Emotions and Cocktail Classic.

At just 70g, the resealable package is sized perfectly for snacking or sharing. Retailers can now bring an entire range of flavour to their shops

“Brits love originality and variety”

with a selection of 70g bags of Jelly Belly jelly beans.

With a company history dating back to 1898, Jelly Belly knows a thing or two about flavour.

It launched Jelly Belly beans in 1976 with just eight flavours and has since grown to more than 100 worldwide.

Beyond the range of flavour, perhaps one of the most fascinating pieces of trivia is the fact that Jelly Belly beans take between one to two weeks to make, depending on their flavour.

That attention to quality and taste has earned Jelly Belly a wonderful reputation around the globe.

“Jelly Belly has a unique position in the market with very strong brand loyalty,” says Tony Alfano, MD of Best Imports and importer of Jelly Belly jelly beans.

“Brits love originality and variety.” ■



Your perfect assortment is in the bag!

Jelly Belly makes it easy to be in the candy business with a host of different line-priced, resealable bags. From our popular 20 Flavours Jelly Belly® jelly bean mix, to well-loved licensed brands, we have what you need to create your ideal set.



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BRISTOWS

HIT THE SWEET SPOT

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KEY BRANDS

Bristows of Devon
Crawford & Tilley

 Bristows of Devon and Crawford & Tilley have a proud history and are now under new ownership. As the Great British Confectionery Group, the company will continue to make confectionery by hand, using traditional techniques. "You learn a lot about making sweets when it's been your business for 140 years," says Garry Lawlor, operations director.

SWEET MEMORIES

Everyone has nostalgic moments and there is an increasing interest in the confectionery that adults enjoyed when they were children and helps them revisit the past. Nigel Moulton, commercial director, says: "As a result, this year sees the resurrection of our Pollards hard boiling range; expect Chocolate Limes, Rhubarb and Custards, Sherbet Lemons and Fruit Drops. Tradition is tempered by modern

“When a retailer stocks our confectionery, they are not just catering for a need, they are saying they care about authentic products”

tastes, so everything is made in a nut-free environment. And while our roots may lie in heritage brands, our approach is anything but old-fashioned.

"We've brought in new chewy bonbon flavours, like Strawberry Milkshake and Blue Raspberry and new lines, like our fantastic range of mocktail bonbons. They are a perfect complement to seaside favourites like our picture-postcard boxes of fudge."

A LOT TO LOVE...

"When a retailer stocks our delicious confectionery, they are not just catering for a need that's as much about emotion as taste," says Moulton, "they are saying they care about authentic products, made in Britain to a high standard and helping to support skilled workers and suppliers in local communities. If that's your sweet spot, then give us a call." ■



Creating a stir in the world of traditional confectionery



Nostalgic sweets? *We mix it up...*

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EURO FOOD BRANDS

THE PERFECT MIX TO DRIVE SALES

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Hershey's

↙ The Hershey Company success trend in the UK continues to build momentum helping retailers to enjoy sales success with the brands. The growth trend over the last three years speaks for itself with Reese's brand achieving +27% value growth and the Hershey brand achieving +33% value growth¹.

2017/18 was no exception to this incredible success story with the brands achieving +11.4% growth value growth against a total market that only grew +2.4% in value. This achievement cements the Hershey Company as the fastest growing of the Top 10 Manufactures in Total Chocolate.

Shane Angus, sales & brand director for The Hershey Company brands at Euro Food Brands (Official distributor for the Hershey Company products in the UK) explains: "Hershey Company brands continue to consistently perform ahead of the chocolate market, attracting both new retail partners and new consumers. The portfolio includes singles impulse, multipacks and a comprehensive range of sharing pouches which have been developed and launched over the last 12 months.

"Seasonal success continues to grow and ensures retailers and consumers can enjoy Reese's and Hershey's brands for all occasions, all year round. NPD within seasons has seen Christmas Advent Calendars, Selection Boxes and for Easter, Crème Eggs and Hollow Eggs. 2018 also



“This achievement cements the Hershey Company as the fastest growing of the Top 10 Manufactures in Total Chocolate”

SOURCES

1. IRI Marketplace Total Chocolate Value sales MAT 1/1/17 compared to MAT 30/12/18.
2. IRI Marketplace Total Chocolate Value Sales Full Year 2018 vs 2017.

saw the launch of Reese's price marked packs in both a £1 Reese's Miniatures Cups price marked hanging bag and a £0.69p price marked Reese's Peanut Butter Cup 2 Cup pack. Aimed at the convenience channel, both provide the benefits that they are available in small case sizes to ensure a lower case price and quick sell through.

FIRSTS FOR REESE'S

First, driving brand awareness and trial instore, Reese's brand has launched onto TV for the first time ever and is live for the next six months, sponsoring the ITV2 Showtime Channel.

The channel reaches a massive 29% of Reese's core consumers each week and is their evening TV destination for comedy, reality and entertainment with each of its shows achieving over half a million views.

Second, driving frequency of purchase instore, Reese's is launching another first with an on-pack promotion in conjunction with Sony Pictures and the new summer blockbuster film 'Men in Black International' - the on pack promotion offers the chance to win trip to see the new movie in New York, plus 1000s of other prizes and is live May through June 2019. The on pack will feature on over 1.5m packs and is supported with instore POS & FSDUs to drive pick-up.

Angus explains: "We are excited to drive Reese's brand success onwards and upwards in 2019 with the launch of this huge marketing support campaign. Combining our first ever TV exposure with Instore Theatre and On Pack promotions is the perfect mix to drive awareness, trial, frequency of purchase and ultimately boost our retail partners sales.

"These campaigns are backed up with our extremely successful social media platforms where we now have over 1M UK Reese's followers and expect to achieve over 200M impressions of activity during 2019"



**YOU
KNOW
YOU
WANT
TO.**



**GIVE IN TO
Reese's**

**Make sure you're
stocking Reese's.**

Reese's Peanut Butter Cups 51g is the 4th best selling
singles chocolate bar SKU in UK supermarkets*

*Based on Unit ROS per WTD Distribution of the Top 10 Unit Selling SKUs - IRI 52 w/e 31/12/18



Official UK Distributor.

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EUROFOODBRANDS
Building brands in the UK for



FERRERO

A RANGE FOR ALL SEASONS

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Thorntons
Tic Tac

Confectionery is a category that provokes strong emotions among consumers, who are always looking for products that enable them to treat themselves and others. It continues to play a significant role in people's lives, with new formats, flavours and consumption occasions helping to keep the category in growth. Ferrero is committed to delivering the perfect range to satisfy consumer needs all year round, with new products adding interest around key occasions, alongside the strong core range of established family favourites.

SHARING SUCCESS

The exceptional growth of the 'big night in' occasion has driven demand for confectionery products that can be easily shared with friends and family. Bag and pouch formats, in particular, have benefited from the move from consumers to spend more time at home, as they seek to recreate the cinema experience without leaving the house. Those products – such as Kinder Choco-Bons – naturally win at the occasion due to the convenience of the format and ease with which the contents can be shared in a group setting and enhance the experience.

Boxed chocolates also continue to be a popular choice for those opting for a night in, especially among shoppers looking for a more premium experience. For those seeking a high-quality product to either give as a gift, or in the case of a 'big night in', to share, Thorntons Continental, Thorntons Classic and Ferrero Rocher remain among the most popular all year round.



“ Ferrero is committed to delivering the perfect range to satisfy consumer needs all year round ”

SOURCES

1. Nielsen, Total Easter Confectionery, 12 weeks to 31.03.18 vs. 12 weeks to 15.04.17.
2. Nielsen: Easter confec Luxury eggs S2 17/18. 17 wks. to 28.04.18.
3. Nielsen, Total Coverage, data to 31.03.2018.



PREMIUM FAMILY FAVOURITES

Confectionery is one of the few categories where shoppers are willing to spend money on products they love, which is driving the trend towards premium confectionery products, where customers are willing to pay more for a brand they have an emotional connection to.

Through Ferrero Rocher, Collection and Raffaello, as well as the established Thorntons range, Ferrero has a wide selection of premium, established ranges that consumers recognise as high-quality treats or gifts. Levi Boorer, customer development director at Ferrero says: “People are also more willing to try new products or spend a little extra around key occasions.”

Key seasonal spikes must not be overlooked. Easter is the greatest peak for confectionery sales across spring, with total confectionery growing by +3.9% in 2018¹. A key driver of that growth in 2018 came from the Easter Eggs sector, which achieved value sales worth £370m¹.

“For Easter 2019 we have updated our range of luxury eggs across Thorntons and Ferrero Rocher, while the Kinder Surprise line up introduces relevant new licences to bring more excitement to the season, as well as new sizes, to meet more consumer needs. Our Ferrero Rocher eggs saw sales increased by +70% YoY in 2018² and the 100g Kinder Surprise egg was the number one performing SKU in the kids confectionery category,” Boorer concludes.



Thorntons

Stock the perfect gifts this Spring

NEW



Dark Chocolate & Orange Egg 318g



White Chocolate & Raspberry Egg 318g



Milk Chocolate Almond & Hazelnut Egg 318g

ON TV FROM APRIL*



Milk Chocolate Bunny 200g



White Chocolate Bunny 200g



Football Egg 150g



Butterfly Egg 149g



Classic Collection 248g



Continental 284g



Continental 142g

THORNTONS IS WORTH £24.6M IN SPRING**

OVER 4.7M HOUSEHOLDS BUY THORNTONS BOXED†

FINI SWEETS

FINI IS THE SWEET FIT

DETAILS

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Neil Thornton
National Account
Controller
Peter Harker
National Account
Controller
Peter Ross
National Account
Manager

KEY BRANDS

Liquorice
Marshmallows
Gummies/Jellies
Bubble Gum

There are numerous drivers in confectionery at present. Gums and jellies, variety mixes and healthier confectionery or portion control packs. Fini considers packaging innovation with resealable packs as a route to portion control. Fini continues to bring consumers unique quality products with natural ingredients and portion control packs, because more people are interested in seeking a balance between the consumption of sweets and a balanced diet and active lifestyle.

The aim is to support branded products with channel specific strategies that engage with consumers in a relevant way. Much of the growth enjoyed by Fini has been organic as customers can see that Fini products offer and deliver great quality at a relevant price point.

Fini products offer a point of difference, whether that is through premium

“Fini continues to bring consumers unique quality products”



packaging or through variety with our product mixes. National account controller Neil Thornton says: “At Fini we continually look to develop dietary specific packs like vegan/vegetarian, Gluten Free, Halal and other packs to ensure all consumers can enjoy Fini Sweets.

“Within our range, Fini create sweets to encompass ‘little moments of fun’, by creating a colourful, tasty product for fun experiences, such as a party with friends, concerts, watching a movie or a film marathon at home.

Fini want their consumers to associate Fini with all aspects of fun, and this comes through in their lively and creative sweet designs and flavour combinations – the company live by their ethos ‘It’s Fun, It’s Fini’.”

- ✓ Biggest Spanish manufacturer and distributor of sugar confectionery (branded and private label)
- ✓ Widest range and variety in sugar confectionery
- ✓ Product and packaging innovation is key to growth



WALKER'S NONSUCH

125 YEARS OF TOFFEE

DETAILS

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KEY CONTACTS

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Managing Director
Katie Walker
UK Sales Director
Emma Walker
Export & Marketing
Director
Edward Walker
Production Director

KEY BRANDS

Walker's Nonsuch

Independent family company, Walker's Nonsuch celebrate their 125th anniversary of world-renowned toffee making. From humble beginnings in 1894, Walker's Nonsuch is one of England's finest makers of traditional toffee. At the heart of the family company lies quality and passion for just good ingredients like whole milk and butter. Now with fifth generation family members, the company remain committed in following Founder, Edward Joseph's footsteps. Little did he know his toffee would be enjoyed in over fifty countries worldwide today.

Ian Walker, third generation, served 62 years in the company until his passing in 2017. Today, Ian's daughters, Katie and Emma and nephew Edward remain passionate about England's finest toffee. Supplying supermarkets, cash and carries, and specialist food distribu-



“Great for giving and perfect for sharing”

tors, Katie looks after UK sales. Meanwhile, Emma manages export sales and Edward's role is to deliver England's finest toffee. The MD is now Adrian Hill. Having worked alongside Ian for 32 years, Adrian has an abundance of knowledge.

“Great for giving and perfect for sharing, the range includes toffee bars, 14 varieties of twist wrapped toffees and chocolate eclairs in different packaging formats, along with a unique hammer pack range. Latest varieties include Salted Caramel and Double Dipped Chocolate Toffees.”

With quality still at the forefront 125 years on, Walker's continue to make quality toffee. Walker's Nonsuch will commemorate this momentous occasion with a series of monthly events throughout 2019, from celebrating with customers worldwide, consumer competitions to local charity events.

ENGLAND'S FINEST
Est 1894
WALKER'S
NONSUCH®

CELEBRATING
125 Years
OF
TOFFEE MAKING

Smashing it
since 1894

Luxury
Toffee
Selection
Whack THEN unwrap and enjoy!

ROSEBUD HAZELNUT • ORIGINAL CREAMY • REAL LIQUORICE • FRUIT & NUT
400g e 14oz

ASSORTED
TOFFEES
and
Chocolate Éclairs
Just good ingredients
www.walkers-nonsuch.co.uk

ENGLAND'S FINEST
WALKER'S
NONSUCH
CELEBRATING
125
Years
TOFFEE MAKING
LIQUORICE
TOFFEES
MADE WITH
WHOLE MILK
FAVOURITE TOFFEES FOR GENERATIONS

See the complete product
range on our TRADE PAGE



www.walkers-nonsuch.co.uk

Email: sales@walkers-nonsuch.co.uk Tel: +44 (0)1782 321525



HARIBO

THE CORE BRANDS FOR STORES

DETAILS

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KEY CONTACTS

Jon Hughes
Managing Director

KEY BRANDS

Haribo Starmix
Haribo Tangfastics
Haribo Supermix
Haribo Giant Strawbs
Haribo Fruitilicious
Haribo Squidglets
Maoam Stripes
Maoam Pinballs
Maoam Joystixx

When it comes to treats Haribo, the number one branded sweets manufacturer¹, has been delivering best sellers into the market for almost 100 years.

A family-owned business reporting year-on-year growth¹, Haribo offers a portfolio of products that are recognised for providing more choice for consumers and retailers alike, while also driving success for the category.

“Our portfolio boasts some of the UK’s favourite sweets,” comments Jon Hughes, Haribo’s MD. “We produce the very best selling hanging bags that should be core for any store, especially for retailers who aspire to drive growth in their confectionery aisle.”

“Importantly for Haribo and the wider category, these products help to deliver more choice to cater for everyone; whether our consumers are looking for a portion controlled treat for one, sweets to share, a vegetarian product, one that is reduced in sugar or simply their favourite iconic sweet piece.”

LEADING THE WAY

Core to any store’s range is Haribo Starmix. Number one in the market¹, it has been named as the UK’s favourite sweet². The second most popular is Haribo Tangfastics¹, which sells 25% more bags than any competitor SKU.

“Haribo offers a portfolio of products that are recognised for providing more choice for consumers and retailers alike”



Haribo Supermix, which was recently relaunched with an improved, softer mix and supported by a brand new advert, is the brand’s third best seller; the fastest growing product in the top 10, it grew by over 12% in 2018¹.

Also experiencing success at an accelerated pace is Haribo Giant Strawbs. Adding over £2.5m of sales last year, this treat is the fastest growing bag in the top 20. Delivering a longer lasting strawberry flavour through a unique chewy texture, Giant Strawbs are also suitable for vegetarians.

The fastest growing product of 2018 was however a completely new product, Haribo Fruitilicious¹, which offers 30% less sugar³ and the same great taste that consumers have come to love and expect from Haribo. Hughes adds: “Our sugar reduced treat is performing exceptionally well, selling twice as many bags as any other 30% less sugar product⁴. This is a result of taking the time to deliver a treat that does not compromise on the taste or texture that our consumers love.”

Also deserving their position in the spotlight and as ‘must stock’ items are Maoam Stripes and Pinballs. Both experienced double digit growth in 2018, reinforcing their place in the top 10 and top 20 hanging bags respectively.¹

To maintain the market leading position of Haribo best sellers, this range will continue to be a focus for investment during 2019, which will include being back on TV! Haribo Starmix, as an example, is on air until Easter with a Fruitilicious tag. It is also the face of the brand’s Easter campaign – its biggest to date. ■



SOURCES

1. IRI – Total Market, Value Sales, 52 weeks ending 30/12/18.
2. Britain’s Favourite Sweets – Ch5 January 2019.
3. Fruitilicious contains 30% less sugar than regular fruit gum sweets
4. IRI – Total Market, Unit Sales, 52 weeks ending 30/12/18.

HARIBO

No.1 sweets manufacturer

Stock up on our best-selling range...*



...with a sweet sales opportunity this Easter!

KERVAN GIDA

A SWEETNER FOR GREAT SALES

DETAILS
Kervan Gida UK Ltd
01243 530550

KEY CONTACTS
Stuart Johnston
UK Managing Director

KEY BRANDS
Bebeto
Dexters

↙ The driving trends in our category is the drive to push sugar consumption down and to see it presented and sold without a premium pricing structure

We are pushing forward with all of our customers with our brand development and this year our focus being on our award winning Bebeto brand and trying to diversify our consumer base to more adults.

I think retailers now have a lot of advice from their symbol groups and cash and carry wholesalers as to best practice and from our point of view we would always advise that a confectionery fixture has to be a fun place to visit so make sure the range is kept interesting with smaller brands as well as the large ones as this will maintain interest on every visit

Kervan Gida is an award winning man-

“At present we supply to over 85 countries around the world with offices in many of these locations”

ufacturer based in Istanbul with BRC A* unannounced status producing over 50,000 tons of confectionery including licorice, gummies, marshmallow, bubble gum and chocolate. At present we supply to over 85 countries around the world with offices in many of these locations.

ESTABLISHED SALES

The UK MD Stuart Johnston explains “Bebeto and Dexters have started to establish themselves in the UK retail and wholesale market with our brands available in major customers across the UK and we are seeing consistent double digit growth in sales within our customers.

“We continue to enjoy strong relationships with many of the largest private label confectionery retailers and we hope to introduce our new 30% reduced sugar to this category during 2019. We continue to grow our spaghetti range of 70g packs and this is now seen in many of the major convenience chains and continues to be a very high performer with the newly launched Rainbow Spaghetti a popular addition to the range.

2019 will see us introduce new packaging for our Dexters Dyna Styx range and new additions of the Dyna Mix which is a sour bean in a 180g Bag we will also be pushing out our new 400g Tubs which we have great success with in several different markets and we will have a suggested £2 retail price point on this when it is launched.

2019 will also see us break through the 1000 stands of the three for £1 which we launched late in 2018 and this is an exciting development. “We have also just signed a Licence agreement with Cartoon Network for the Dexters Laboratory brand as we see this as a natural development of our Dexters prepack range into novelty confectionery using a licence.

“2019 will see us continue to promote our brands and support our customers as much as we can to ensure the Bebeto success story continues.”



NEW FOR
2019

BEBETO

We are one of the fastest growing
confectionery brands in the UK



MONDELÉZ INTERNATIONAL UK

INNOVATION AND INVESTMENT

DETAILS

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KEY CONTACTS

Susan Nash
Trade Communications
Manager

KEY BRANDS

Cadbury
Cadbury Dairy Milk
Toblerone
Green & Black's
Daim

↙ Mondelēz is proud of its focus on innovation and investment and deep understanding of the UK consumer. Mondelēz is the category leader¹ of the £4.4bn¹ total chocolate sector.

The chocolate category is in growth, up 2.6%¹. “We want to grow and add value to the total categories in which we operate for the whole value chain,” says Francesco Vitrano, marketing activation director of Mondelez.

BALANCE AND WELLBEING

Consumers want choice when it comes to managing their diet. Mondelēz is helping to facilitate this by investing in product innovation, labelling and portion control.

“One key investment is our 30% less sugar Cadbury Dairy Milk, the nation’s favourite chocolate¹. Throughout this project we’ve never lost sight of the strong sense of duty we have to bring a product to the market that doesn’t compromise on taste,” says Vitrano.

When consumers want a treat, they want to eat something that tastes great. A focus on taste runs through the Mondelēz portfolio, including investment in added value and premium ranges.

“We have introduced the first singles to the Green & Black’s range - Green & Black’s Truffle and Green & Black’s Praline - to help retailers tap into the premiumisation trend.”



SOURCES

1. Nielsen Insight Studio system Total Coverage including discounters MAT 29.12.18.
2. Wy Research June 2018.
3. sNielsen Scantrack WE 29.12.18 and Kantar WPO WE 30.12.18.
4. Kantar worldpanel we 30/12/2018.
5. Nielsen Total coverage Latest MAT we. 29/12/18.



“We want to grow and add value to the total categories in which we operate for the whole value chain”



THE MILLENNIAL MINDSET

Understanding the mind of the millennial has helped Mondelēz bring real excitement to the category.

Recent examples include the Cadbury Oreo Egg, a successful launch in Canada brought to the UK this year; and the Cadbury Dairy Milk Inventor campaign, in which chocolate fans were invited to submit their own recipe.

We have also introduced products with added attributes including Cadbury Boost+Protein. This range will be extended with the launch of a Boost Protein Peanut bar this month.

MEETING CONSUMER NEEDS

Research has identified taste buds change as we go through life, with consumers looking for a richer tasting chocolate as they get older². Cadbury Darkmilk is the richest creamiest chocolate Cadbury has ever made delivers, with 40% cocoa for a more ‘grown-up’ taste. Cadbury Darkmilk has achieved sales of £1m³ after only a few months.

Another key innovation is Bournville Buttons, the first move into sharing bags for the heritage Bournville brand.

“We know that penetration of dark chocolate is growing in the UK⁴ while demand for heritage brands is growing. By teaming the most recognisable dark chocolate brand with a growing format⁵, we believe we’ve created a real opportunity for retailers to drive sales,” says Vitrano.

MARKETING SUPPORT

We have invested £10m in Easter 2019 to help retailers and consumers have a cracking season.

New



Cadbury Dairy Milk Buttons with a **surprise toy!**

90p
RRP*

76
calories

£6M media
investment



Stock up now

and for great category advice go to deliciousdisplay.co.uk

*Prices are recommended only. Retailers are free to set their own prices.

MONDELÉZ INTERNATIONAL UK

RESPONDING TO CHANGING TRENDS

DETAILS


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Trade Communications
Manager

KEY BRANDS

Maynards Bassetts
Trebor
Halls
The Natural
Confectionery Company
Cadbury Eclairs

 Innovations from Mondelēz are driven by consumer research and analysis of trends, to tap into consumers' changing needs and habits. Mondelēz International is proud to be a leading contributor to the £1.2bn¹ UK candy market, with the number one Mints brand in Trebor², the number one Relief Candy brand in Halls³, and the number two Joyful Candy brand in Maynards Bassetts⁴.

BALANCE AND WELLBEING

We are seeing significant growth in both the reduced sugar and sugar-free subsectors, with health-conscious shoppers increasingly seeking these options out⁵.

When it comes to reduced sugar, it's about consumers who want to ensure they can still have a treat without compromising on taste. These consumers are interested in healthier options in the Joyful Candy category, and this is why, in 2019, Mondelēz will have some exciting news on Maynards Bassetts.

The sugar-free market is growing 14% year-on-year⁶ and playing a bigger role within refreshment products.

Trebor has expanded its range with a key sugar free product to help retailers make the most of the 'sugar free opportunity. Trebor's first hard boiled, sugar free candy, Trebor Cool Drops, is available now in two refreshing flavours: Trebor

“Mondelēz International is proud to be a leading contributor to the £1.2bn UK candy market”



Cool Drops Sugar Free Extra Fresh and Trebor Cool Drops Sugar Free Lemon flavour. The product aims to bring new consumers to the category while driving incremental sales with a new sweet that has less than 100 kcal per pack. The sweets come in a 28g flip-top box, making it ideal for the on-the-go occasion.

INTRODUCING EXCITEMENT

Sour jellies are the fastest growing segment within jelly sweets⁷, creating a significant opportunity for retailers to drive more sales by stocking up on sour products from established brands. Soft Jellies Fizzy Fish will be the second Maynards Bassetts product to tap into this growth opportunity, following the successful launch of Wine Gums Tangy, now worth £5.3m⁸.

Anna Ulrich, brand manager for Joyful Candy at Mondelēz, said: “We know sour jellies are incredibly popular with consumers already, so we can't wait to see the new Soft Jellies Fizzy Fish drive retailers' sales in this segment even further.”

Halls recently unveiled a new look that champions the benefits of both Halls' sub-ranges. Soothers is growing +£0.7m⁹, with Halls Soothers Blackcurrant proving a hit with the consumer as it is the number one selling SKU in the Relief Candy category¹⁰.

SOURCES

1. Nielsen value sales MAT w.e. 11.08.18.
2. Nielsen MAT w.e. 01.12.18.
3. Nielsen data 4 week ending - w.e. 01.12.18.
4. Nielsen w/e 21.04.2018, Kantar Take Home, 52 Wks, 25-Mar-18.
5. IGD Shopper Vista 2016
6. Nielsen WE 20.05.17 MAT value sale.
7. Nielsen MAT Candy Technology Database 29.12.2018.
8. Nielsen w/e 29.12.2018.
9. Nielsen Value Sales – Relief Confectionery – w.e. 06.10.18.
10. Nielsen Value Sales – Relief Confectionery – w.e. 06.10.18.



NEW

**Maynards
Bassetts**

Soft Jellies
FIZZY FISH



SOUR

MAKE A SPLASH
WITH SOUR JELLIES

The fastest growing subsector*

* Sour Soft Jellies are the fastest growing subsector, Nielsen candy technology 29.12.18

PREFETTI VAN MELLE

DRIVING FORCE IN BETTER FOR YOU

DETAILS

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KEY CONTACTS

Mark Roberts
Trade Marketing
Manager

KEY BRANDS

Fruittella
Mentos
Chupa Chups
SMINT

Despite overall decline (0.7% MAT) in sugar confectionery, Perfetti Van Melle (PVM) is significantly outperforming the category, experiencing growth of +1.5%¹. A huge driver in this is the incremental sales boosted by the company's industry-leading sugar free and less sugar range across its Fruittella, Chupa Chups and Smint brands.

Research shows that 70% of sales in less sugar and sugar free are cumulative. This implies that people who previously might not have considered confectionery are now entering the category² - reflective of the increased spotlight on sugar in the past year.

Mark Roberts, trade marketing manager, says: "With people becoming more and more health conscious, they're looking for products that will help keep their sugar consumption to a minimum. This presents a fantastic opportunity for the growth of Better for You (BFY) confectionery, which is currently worth £45.1m and growing at +8.9% MAT³. PVM is leading the way in Sugar Free and Less Sugar and we're currently the number one BFY manufacturer in the UK, with sales totalling £13.3m last year⁴.

"Better For You ranges are increasingly gaining space, with retailers opting to give healthier snacking products more visibility, but often at the expense of sugar-based confectionery.

“People who previously might not have considered confectionery are now entering the category”

"At PVM we know choice is crucial and we're dedicated to providing people with just that. We offer 30% less sugar, sugar free and sugar ranges across our brands, plus a range of types - from chews to jellies - so that shoppers can decide for themselves which sweet suits their diet and lifestyle best.

"Innovation is key for driving momentum across our BFY offering, as well as injecting excitement into the category. And taste and product experience are still paramount with all our NPDP.

"Increasing the fruit juice content in Fruittella 30% Less Sugar has ensured consumers still get the flavour, texture and experience they've come to expect from the brand, despite the significant sugar reduction.

"We also introduced Smint Xtrm, the first extra-strong menthol eucalyptus power mint, to the market last year as a sugar free product, and it's already adding nicely to the SMINT portfolio which grew 5.2% last year.

"Despite not necessarily being viewed as a 'treat', the mints and gum category is not exempt from the impact of the sugar spotlight. 95% of all gum is already sugar free and the industry has responded to the challenge with vigour, but there is still room for growth. Retailers need to ensure that their refreshment offering includes a strong range of sugar free and reduced sugar alternatives to capitalise on growing demand.

"Classic flavours such as peppermint and spearmint continue to be popular within the category, but new, unconventional flavours should be considered to engage a younger audience."

SOURCES

1. IRI 09/01/2019.
2. Kantar, Nov 18.
3. IRI 09/01/2019.
4. IRI 09/01/2019.



LESS SUGAR, MORE SALES

WHY SUPPORT 'BETTER FOR YOU' CATEGORY?

-  **HEALTH IS HIGH ON SHOPPER AGENDA** – 92% of shoppers **managing sugar intake***
-  **NEW SHOPPERS IN THE CATEGORY** – **73% of spend** in 'Better for you' Sugar Reduced and Sugar Free is **incremental to the category***
-  **GREAT TASTING PRODUCTS** – Research shows our **customers love the flavour** as much as sugar based alternatives
-  **GREAT SELLING IN MARKET** – 'Better for you' is growing **+9%**. Fruittella 'Better for you' is growing ahead of the market at **59%****

£2m
media spend!



30% less sugar, 100% Fruittella

#LovelyLittleWins



*Kantar World Panel Better for you Sugar Reduced Sugar Free w/e 16th November 2017 ** IRI Total market w/e 9th Jan 2019



RITTER

RECORD YEAR FOR RITTER SPORT

DETAILS

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KEY BRANDS

Ritter Sport

↙ In the last 12 months, Nielsen shows Ritter Sport had another impressive year, they grew penetration in a flat market by an impressive +25%, equating to c.2 million households, value sales grew at +44% and volume sales at +45%, with brand awareness also continuing to grow. In one major grocery account Ritter Sport delivered 53% of the total category volume growth and 57% of the total category value growth from just a 6% share.

Head of sales Jamie Lowe said, “We are absolutely thrilled with the success of the brand in 2018, consumers really love our taste, variety and quality and our customers value our incremental sales within their category.”

Brand manager Rebecca Cairney said, “Being the only major manufacturer to utilise 100% sustainably certified cocoa and to already source around 30% of our total cocoa requirements from our own plantation in Nicaragua is unique and crucially enables us to meet, or even exceed, the demands of our consumers and customers around ethical and sustainable sourcing which come under ever increasing scrutiny.

“We have our first ever full 360 degree marketing campaign launching in the second half of 2019.

“We’ll still be producing our delicious chocolate, and have some amazing NPD on the horizon, but for the first time ever we will have significant market-

“We are absolutely thrilled with the success of the brand in 2018”



ing investment to engage the consumer across the UK.”

PASSION FOR CHOCOLATE

Ritter Sport’s MD Ben Daniels said, “Our team worked tirelessly to deliver a truly fantastic set of numbers in 2018, and another record year for the business, our highest ever sales, penetration and brand awareness were all recorded.

“We are really grateful to our customers and consumers alike for their ongoing support; the passion for the brand in the UK is simply amazing, but the truth is we are only just getting started! 2019 is going to be a breakthrough year for the brand in the UK as we launch our first ever marketing campaign.

“Breaking in the second half of the year we are going to reach consumers across the UK on our amazing new mission. I and the rest of the team can’t wait to get started!”

ALL SOURCES
Nielsen Scantrack Block
Chocolate (80g+) Total
Coverage YTD to 29.12.18



EXCITING TIMES AHEAD



THREE YEARS RECORD GROWTH
WE'RE JUST GETTING STARTED 😊



THE MISSION BEGINS SUMMER 2019...



QUALITY. CHOCOLATE. SQUARED.

SWIZZELS

VEGAN VARIETY FROM SWIZZELS

DETAILS
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Web www.swizzels.com

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Marketing Manager
Jeremy Dee
Managing Director

KEY BRANDS
Squashies
Choos
Love Hearts
Drumstick lollies
Fruity Pops
Refreshers
Rainbow Drops
Double Lolly
Bumper Bag
Lots of Lollies
Chew Crew

SOURCES
1. IRI: Total Market Value Data 52 w/e 02.12.18.
2. Survey of 2000 respondents by Harris Interactive for trade journal The Grocer.
3. Swizzels Internal Data 52 w/e 31st Dec 18.
4. Dipsticks consumer research.

Swizzels is the UK's fastest growing sugar confectionery manufacturer¹ and one of the few remaining British sugar confectionery manufacturers. Swizzels is the largest independent family-owned sugar confectionery business in the UK and continues to perform well in the confectionery market, with sales up +5% y-o-y².

Mark Walker, sales director at Swizzels, says: "Demand is growing for vegetarian and vegan-friendly sugar confectionery, with 7.8 million people in the UK reported to be avoiding meat products³. Additionally, trends such as Veganuary are encouraging consumers to trial a vegan diet, introducing them to a new, sustainable lifestyle choice. Therefore, Swizzels has developed wide range of products suitable for these dietary needs – as well as special dietary requirements such as a Halal diet – with clear icons on front of packs, offering shoppers more choice and making it easier for them to select appropriate products."

BIG BRAND EXPANSION

Swizzels has expanded its Drumstick Chew Bar range with a brand-new flavour, Bubblegum. This follows the continued success of the Drumstick Original Chew Bar, which is growing ahead of the

“Demand is growing for vegetarian and vegan-friendly sugar confectionery”



total confectionery market at +5%³. The new chew bar has a clear flash on pack indicating it is suitable for vegans.

All Swizzels' chew bars will be vegetarian and vegan friendly from March 2019.

For shoppers looking for a vegan sweet treat to share with family and friends, Swizzels' Refreshers and Drumstick Choos are perfect. To highlight the choice of flavours available in Choos packs, Swizzels' fun and engaging character, Larry the llama remains the brand ambassador for Choos in 2019.

Swizzels' giant countline range includes everyone's favourite Swizzels classics in bumper size, including Love Hearts, Parma Violets and Rainbow Drops. Shoppers can enjoy a variety of their favourites knowing they are vegetarian and vegan-friendly with this message clearly displayed on packs.

With chocolate sales diminishing when the weather heats up, and 76% of respondents saying they buy sweets for long car journeys/family outings⁴, Swizzels is owning the summer season for sugar confectionery in 2019 with the launch of its Fun in the Sun campaign.

The campaign will run between June and September, when wholesalers will have the opportunity to entice retailers with POS materials such as pallet surrounds and aisle fins featuring details of a prize draw in which retailers will have the opportunity to 'text to win' a holiday for a family of four in the Canaries.





Swizzels

Loved since 1928

Vegetarian & Vegan Range



7.8M IN UK WHO DONT EAT MEAT

- 6% vegetarian** 
- 4% pescatarian** 
- 2% vegan** 

Survey of 2000 respondents by Harris Interactive for trade journal The Grocer (Infographic created by Swizzels)



TANGERINE CONFECTIONERY

DIPPING INTO TRENDY TREATS

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KEY CONTACTS
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 Director of Category
 and Marketing

KEY BRANDS
 Refreshers
 Nougat
 Dip Dabs
 Sherbet Fountain
 Fruit Salad
 Black Jack
 Wham
 Bag of Bags
 Dip Dab Softies
 Refreshers Softies
 Fruit Salad Softies
 Henry Goode's

↙ Tangerine Confectionery is preparing for another year of increased sales values in 2019. Latest Mintel figures reveal that the confectionery market is still showing strong growth, as format varieties and reduced sugar become more integral, while smaller, one-serving size options are proving preferable as 63% of consumers look to limit their sugar intake.

This insight was a key reason for Tangerine's latest product range, Bag of Bags, a selection of 11 mini-bags of retro favourites including Shrimps & Bananas, Mini Bears, and Strawberry Milkshake Bottles. At less than 65 calories per bag, these are ideal for slimmers or parents looking to treat their children while being reassured on sugar intake.

As well as focusing on portion-controlled formats, Tangerine also works hard to frequently review its product range and identify where it can improve formulations to make them healthier. One of Tangerine's latest new product development (NPD), the Softies Dip Dab, contains 46.1g of sugar per 100g, compared to competitor products which often contain over 75g.



“We’ve previously identified ‘kidulting’ as a key market trend”



TAP INTO RETRO TRENDS

Another trend which will continue to dominate is the demand for retro confectionery. Nostalgia has become one of the biggest drivers of the confectionery market as consumers are keen to recreate their childhood memories and purchase the sweets they loved when they were young. Russell Tanner, director of category and marketing at Tangerine Confectionery says: “We’ve previously identified ‘kidulting’ as a key market trend and reintroduced our Barratt brand of confectionery to cater to its loyal following, making classics like Dip Dabs, Flumps, Refreshers, Fruit Salad, Black Jack and Wham bars widely available again.”

The Barratt range remains a key focus for Tangerine's NPD, with new twists on traditional favourites being introduced such as its Softies range. The soft gum versions of retro confectionery favourites such as Fruit Salad, Dip Dabs and Refreshers, have excelled ahead of the market, with sales increasing.

Tangerine Confectionery is focused on developing its products to continue driving sales and meeting consumers' needs to carry on its growth. Tanner says: “The category is all about fun, discovery, and excitement – therefore variety is key. Tangerine’s products are diverse and clearly positioned to target a wide spectrum of audiences, ranging from the most iconic retro brand lovers under the Barratt umbrella, to those looking for a more premium product, like the Ruffles range or Henry Goode’s liquorice treats.”



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