

Confectionery

FIND THEM CATCH THEM EAT THEM

Maltesers®
Bunny is
#1 brand in
novelty shapes
category

Maltesers® Mini
Bunnies White
is #1 variant in
Small Sharing
Novelty Shapes

Orange
Chocolate grew
+46% in value
sales during
Easter 2022
vs YA



Mars Wrigley UK

Driving growth and NPD

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KEY BRANDS

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

➔ Mars Wrigley is proud to have category-leading brands across the chocolate, fruity confectionery and gum sectors of the market, says Mars Wrigley UK sales director Nick Reade. “We have seen consistently high, and growing, performance in all three categories – chocolate +2.7% year-on-year (YOY), fruity confectionery +8.2% YOY, and gum +18.5% YOY¹,” he says.

“We are also leaders in category innovation, with a consistent pipeline of NPD to meet the changing needs of the treats & snacking consumer, as well as the industry. One of our biggest innovations in early summer 2022 was the launch of Mars, Galaxy, Snickers, and Bounty Triple Treat bars, available as singles and multipacks.”

Triple Treat bars are lower in sugar and in calories and are made of date paste, raisins and peanuts drizzled with Mars Wrigley chocolate, explains Reade. The new bars retain the taste of their original counterparts, using healthier ingredients. “They meet consumer demand for healthier, lower-sugar treats, and are also HFSS-compliant – two trends that will continue to inform our NPD this year,” he notes.

“Shopper behaviour trends continue to change and the category needs to evolve to keep consumers engaged,” he adds. “We are paying particular attention to six key trends this year: household economic uncertainty; the increased focus on wellness and healthy living; shopper convenience; the environment; capitalising on those in-home and out-of-home moments; and having purpose-led brands.

“Four of these trends have particular resonance for us and our retail partners, and we’re clear on how we can harness those opportunities to continue growing the category:

- Even in times of financial uncertainty, treating and snacking remain high, and 96% of these products are chosen for pleasure². Together we can incite consumers’ love of confectionery.
- Creating moments of everyday happiness.
- The focus on wellness and healthy living means 80% want healthier options³; we’re in a position to drive



“Shopper behaviour trends continue to change and the category needs to evolve to keep consumers engaged”

category relevance across the day, every day, with all our consumers.

- ‘At my convenience, not yours’ – consumers want ever more convenient ways to shop, and we can elevate that experience for them.

“We want to continue to partner with our customers to deliver against these four calls to action,” says Reade. “Our category-first approach defines new routes to shoppers in the omnichannel world. Displays and in-store media are critical to drive awareness and conversion at point of purchase.

“Creating moments of everyday happiness means Mars Wrigley products are available when consumers reward, refresh, connect and celebrate.

“We believe in providing category-first thought-leadership which converts to excellence and execution in-store and online, to play a leading role in growing the confectionery category by £423m to £5.5bn⁴ in the next three years,” he concludes.

Source

- ¹ Internal company data
- ² Kantar Worldpanel 52 w/e 20 Feb 2022).
- ³ VoxPopMe Jan 2022 150 respondents
- ⁴ Nielsen Data 52 w/e to 1.1.2022

Analysis



Permissible treats

In a financially straitened environment, confectionery remains an affordable indulgence, whether for self-treating or gifting, as category suppliers reveal

W In a world where current media seems to be dominated by disaster weather stories and a gloomy financial outlook, it is perhaps refreshing to hear some sweeter news from the confectionery world, where suppliers appear determined to sprinkle a little brightness into consumers' everyday living.

Treating and snacking in the UK market is worth £13.3bn, with confectionery comprising £5.5bn of this total and with 75% of recent treats and snacking growth coming from the confectionery sector¹, says Mars

Wrigley UK sales director Nick Reade. "Incremental sales remain strong, with two-thirds of products being bought on impulse²," he says.

With the overall sugar confectionery category growing at over 7.9%³ in value in the last 12 months and core impulse lollipops up 6%⁴, Bazooka Candy Brands has seen significant growth in the sales of its impulse lines, says Robert Dry, international marketing manager. "Despite the economic challenges over the last year, families still want to reward their children with treats, especially those which deliver added value and portion control," he says.

"The challenging circumstances and unsettled nature of the past year made for changing consumption patterns, with shoppers re-evaluating their basket spend and preferred purchases," says Mondelez International trade

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communications manager Susan Nash. “The confectionery category still grew by 2.9% versus the year before⁵, suggesting that while many are strongly seeking value, they still want to treat themselves.

“However, in particular, we have seen that own-label products have lost share in the chocolate and candy categories⁶ as consumers increasingly gravitate towards brands they recognise and trust.”

Recent circumstances have also increased sales of confectionery multipacks – a convenient and cost-effective way for consumers to purchase their treats in advance, she adds. “These are most often bought as part of a scheduled shopping trip by consumers looking ahead, rather than those buying on impulse when out and about.”

Multipacks are in growth (+1.4%⁷), as are confectionery singles, one of the highest-performing sub-categories within confectionery, both in the total market (+3.4%⁸) and in the convenience channel (+5.6%⁹), says Nestlé UK. “The singles category has benefited from the recovery of shoppers seeking food on-the-go, whereas multipacks better serve the in-home occasion,” it notes.

At Ferrero, UK & Ireland sales director Jason Sutherland reveals that chocolate sales dipped by 0.3% in the past year¹⁰ but notes this is understandable following strong sales seen during lockdown. “With shoppers focused on value in the year ahead, we expect multipacks to perform well, ideal for catering for multiple stay-at-home occasions,” he says. That said, he notes that during the 12 weeks to 12 June 2022, the British chocolate market was worth a healthy £476m with the average UK consumer spending £19.16 in that period¹¹.

Meanwhile, mints and gum drove the sugar confectionery sector, he adds, rising with double digits. “The sugar category is now worth £1.5bn up 10% in the past year¹²,” he adds.

In an indication that the local store sector has become increasingly important to confectionery since HFSS legislation, BIP Candy & Toy UK sees strong double-digit growth within the wholesale and convenience sectors as children shop more locally for kids’ treats and novelty items, says head of UK sales & marketing Lee Fretwell. “Also, the growth in social media



retailers means consumers are now shopping with them directly, resulting in greater turnover.”

Rose Marketing UK managing director Steven Watt points to a strong performance across all sectors and within novelty confectionery in particular, suggesting that consumers like to reward themselves with small treats on a fairly regular basis. As such, he says, the retail price of novelty confectionery provides them with a very affordable option. “Impulse purchases have remained firm, as novelty confectionery continues to be purchased as an unplanned treat,” he notes. “This appears to be preferable compared to something like a pre-planned multipack purchase.”

Market drivers and trends

Exposure to new products from across other markets is one major trend noted by Bazooka. Primarily, there is interest in US products and flavours, which

have helped to drive the category forward in the past two years. “We have seen high levels of engagement with online content featuring US products, which is helping to drive interest in and awareness of our products,” says Dry. “The launch of Juicy Drop Dip N Stix in the US (now Gummy Dipperz in the UK), for example, went viral on TikTok upon launch, creating huge product demand. This awareness has reached the UK and across Europe with retailers and customers asking for the product ahead of launch.”

The company has also seen a rising trend towards Japanese confectionery in recent years, with many new sweets emulating popular Japanese chews and candy with play value. As such, he expects to see a rise in flavours such as grape and soda.

Functional products such as chewing gum are also coming into the market and Bazooka forecasts strong growth in the chews and gummies segment,

Treats, snacking and gifting

Treats and snacking is an emotive category for consumers and 100% of UK households buy across itⁱ, says Mars Wrigley UK sales director Nick Reade. “Consumers typically want to recharge and reward themselves, as well as connect with others and celebrate achievements with confectionery,” he says. “The sector is still all about enjoyment and taste, but health is becoming increasingly important.”

Boxed chocolate gifting has performed well in the post-Covid era, says Lily O’Brien’s marketing director Karen Crawford. “Like many other FMCG categories, shoppers

have been purchasing confectionery and indulging in sharing occasions at home as well as mini moments of celebration.

“The beauty of confectionery is that it’s an emotionally uplifting purchase for indulgent sharing and gifting,” she adds. “While we are seeing trends around mindful indulgence and health indulgence coming to the fore, at Lily O’Brien’s our speciality is ‘intense indulgence’ experiences.”

According to Ritter Sport UK & Ireland managing director Benedict Daniels, Mintel data reveals that 79% of people who bought food

as a gift purchased chocolate in the 12 months to April 2022ⁱⁱ. “This is good news for the category in the midst of the cost-of-living crisis,” he says, “as 80% of food/drink gift buyers see food/drink as an affordable giftⁱⁱⁱ. Token gifts under a few pounds are great impulse buy drivers and perfect for consumers looking for low-cost gifts in particular.”

Seasonal occasions feed into the concept of treating, notes Ferrero UK & Ireland sales director Jason Sutherland, with strong Easter and Christmas data last year showing shoppers are willing to alter their normal

purchasing habits and treat themselves, or friends and family. “Traditional Easter chocolate sales were up 12.4% (an additional £48.8m), while Christmas sales also grew 20.7% (£37.8m)^{iv},” he observes.

Giftable sweet treats have been a way for families and friends to reconnect seasonally, post-lockdown, says BIP head of UK sales & marketing Lee Fretwell. “Many consumers have embraced traditional flavours that evoke the memories and nostalgia of Christmas, such as gingerbread, Turkish Delight, nut brittle and popping candy.”

which it says already represents over 50% of the market in value in the UK¹³, “with increasing opportunities to target different age groups and need states”.

Another company noting the increasing trend towards functional gums is Blockhead, with listings growing among challenger brands, says founder Danny Lowe.

Of course, the cost-of-living crisis is having a bearing across all FMCG categories and will continue to impact future trends. “Consumers, especially those with young families, are opting for more affordable options, and for things that have a combined or multi-use,” says Watt at Rose Marketing. “This is when novelty confectionery comes into its own and gives consumers a two-for-one product: a confectionery element and a subsequential toy that children can play with once the sweets have been eaten. Essentially, by choosing these kinds of options, consumers are getting

more bang for their buck – at a price they can afford.”

Indeed, with self-treating and gifting clearly to the fore in confectionery, affordable luxury is now a strong market driver, says Lily O’Brien’s marketing director Karen Crawford. Its best-selling Dessert, Exquisite and Ultimate Collections offer premium quality without a premium price tag, she says, as RRP’s start from £5.

Meanwhile, on the flavour front, salted caramel has kept its status as a trending flavour, adds Crawford. The company has launched a new Truffles range to include a Salted Caramel variety and has featured Dark Chocolate Salted Caramel and Sea Salted Caramel in its Exquisite Collection. This also features some exotic flavours such as Ginger & Lemon Confit or Coconut & Kalamansi Lime.

Whether it’s salted or caramelised white, caramel is the number one best-selling chocolate flavour¹⁴ and

shoppers cannot get enough, agrees Mondelez’s Nash. Among other activity, the company invested into the salted caramel trend, bringing this as a limited-edition flavour to its Wispa Gold range. “With salted caramel a top five NPD flavour¹⁵, the combination of this with the third-biggest brand in the Cadbury range (after Cadbury Dairy Milk and Cadbury Twirl) made this an unmissable proposition for retailers and shoppers,” she says. The brand also tapped into the rise in out-of-home occasions, resulting in a strong performance for single confectionery formats, which gained a higher proportion of standard chocolate sales over the past year¹⁶, notes Nash.

“Consumers have always been open to trying new chocolate flavours, but it is classic combinations, such as chocolate with caramel or nuts, that will do well in 2023, with shoppers looking for guaranteed enjoyment when they are spending less,” says

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Ferrero's Sutherland. Notably, Salted Caramel Sensation was one of two new flavours to join the company's Thorntons Pearls range, tapping into the demand for premium sharing products, the other being Hazelnut Delight, he says.

Caramel and orange are the No.1 and No.2 flavours in the UK respectively, says Nestlé UK. "Orange-flavour chocolate remains in long term-growth with singles (+130%¹⁷), blocks (+129%¹⁸) and sharing bags (+180%¹⁹) rising over the past two years. Salted caramel flavour singles are up 37% across the total market²⁰, it adds. However, up-and-coming trends include honeycomb and nut-based flavours.

In 2022, orange block chocolate continued to grow in popularity to account for £35.2m MAT or 4% of total block and growing by 66% annually²¹, says Ritter Sport UK & Ireland MD Benedict Daniels. To cater to this "much loved" flavour, the company introduced a 100g black Ritter Sport Orange bar in Q3 2022, made from dark chocolate wrapped around an orange fondant filling.

"Chocolate orange still appears to be popular," agrees Nurture Brands, which has seen high levels of demand for its Primal Pantry Chocolate Orange Protein Bar.

Consumers are always looking for fun, seasonal variations and new flavours to try in confectionery, says Mars Wrigley's Reade. "Our orange chocolate Malteser bunny was very popular last Easter – up 46% vs 2021²² – and we are expecting similar performance and growth this season.

"In the fruity confectionery and gum sectors, fruit flavours, including favourites such as strawberry, orange and lemon remain popular choices and we can expect to see variations and combinations of these, as well as the tropical flavours such as pineapple, mango and passion fruit, growing the market in 2023," he adds.

However, there could be an indication that the peak of orange flavour popularity has now been reached, with other flavours becoming trendy, particularly in children's confectionery. Rose Marketing's Watt says blue raspberry was a top flavour trend for the company in 2022. He sees this continuing into 2023 and beyond as the company's sales data for the



52 weeks to end of December show its Blue Raspberry flavour outselling Orange by two to one. "Kids simply love the unconventional blue colour, particularly when they see their tongue. This is such a fun element that kids never seem to tire of," he says.

Sustainable sourcing

Beyond activity on packaging, sourcing ingredients sustainably is now a vital element in confectionery suppliers' marketing arsenal.

At Ferrero, sustainability plays an important role within the company, says Sutherland. "Responsible sourcing is the way we build our supply chains across all our categories and this has become a non-negotiable requirement of our Procurement Leadership. 100% of the cocoa sourced by Ferrero is through independently managed sustainability standards, such as Rainforest Alliance, Fairtrade and others. Ferrero processes its cocoa

beans at its own plants and ensures its cocoa brands are physically traceable, utilising innovative technology to map farms and sourcing areas.

"Supporting farmers in making cocoa farming a profitable and sustainable business is key to improving livelihoods and we pay a cash premium to them on top of the commercial price for purchased cocoa." The company also strives to contribute to the wellbeing and development of young people in cocoa-growing communities via a partnership with Save the Children.

In addition, Ferrero is committed to playing a leading role in the sustainable transformation of the palm oil sector, sourcing sustainable palm oil that is 100% RSPO-certified and traceable back to plantations, among other activity.

"Our biggest impact on the world is made where we source our ingredients," says Mondelez International's Nash. The company's Cocoa Life programme, running since 2012, touches many



HFSS: assessing the early impact

With initial high in fat, sugar or salt (HFSS) regulations introduced from 1 October last year, the placement restrictions in the major chains means consumers are viewing local and convenience stores as their preferred destination to purchase these goods, as the latter outlets offer a broad range of confectionery, says Bazooka international marketing manager Robert Dry. This makes the confectionery fixture of small stores even more important, he notes. “Retailers can do a lot to enhance the value of their sales with a destination display for confectionery, clear

price communications and simple rounded price points, as one of the biggest concerns for kids is finding they do not have enough money when they get to the till,” he says.

BIP Candy & Toy head of UK sales & marketing Lee Fretwell feels the HFSS legislation could have been handled better, with “miscommunication of where, who and why it starts and very little in terms of viable solutions to the problem, outside those manufactures who have the money to spend on R&D”, he observes. “I feel for smaller suppliers. As retailers lose impulse sales by the till and

nearby and move those big brand items back into the fixture or elsewhere in-store, where shoppers don’t shop for confectionery, the space taken by companies that can afford to pay for branded bays comes at the expense of regional and smaller brands.”

Since the implementation of HFSS regulations, sales at Rose Marketing have remained strong, although it is still very early to say whether there will be any long-term impact for the business, says managing director Steven Watt. “Because we mainly sit within the novelty

confectionery area, due to our unusual positioning in-store, the upcoming legislation on volume limits is unlikely to affect us. However, we are very conscious of the legislation and are looking at HFSS-friendly versions of our top-selling lines. We have already revised our liquid candy range, removing 35 tonnes of sugar from 2021-22.”

Blockhead founder Danny Lowe says its entire range is HFSS-compliant and specially designed not to contain any sugar. As such, the company has seen a net-positive result on its sales, with retailers more open to healthier options.

aspects of life for communities in the cocoa regions – from farming techniques to looking after the environment and supporting the local economy, she says. “All this is done through working together with local people, so that farmers and their families can prosper for decades to come. In October 2022, we announced the next phase for this programme, backed by an additional \$600m. Our goal is to increase our scale and work with around 300,000 farmers to ensure we continue making our chocolate brands in the right way.”

Mars Wrigley UK’s Reade says the company is transforming how it works, including how it sources raw materials like cocoa. “We are building lasting partnerships with NGOs, governments and industry to help transform the systems that have made issues such as climate change or limited incomes for smallholder farmers so pervasive and intractable,” he notes.

Ritter Sport started its journey to

climate neutrality almost 20 years ago, says UK & Ireland MD Benedict Daniels. Since 2002, the company has sourced energy for its production sites solely from renewable resources and has built its own power and heating plant on-site, which now covers 70% of its heat and 40% of its electricity requirements in Waldenbuch, Germany. In 2021, it was officially recognised as a climate-neutral company, and purchases only 100% sustainable and traceable cocoa for its chocolate, while all of its bars are Rainforest Alliance-certified.

“While the majority of companies striving to be climate-neutral purchase external climate-protection certificates, doing it within your company’s own value chain is unique,” says Daniels, “Ritter Sport uses its own cocoa from El Cacao, its farm in Nicaragua, where around half of the 2,500-hectare site is uncultivated forest, while the rest is home to over 1.7m cocoa trees. Ritter

Sport’s aim in the not too distant future is to generate its own climate protection certificates from the site itself... so watch this space,” says Daniels.

Plant-based and free-from

A number of confectionery suppliers are also supporting the concept of sustainability by moving towards free-from and clean ingredient products.

Nurture Brands has picked up on the trends towards both sustainable chocolate, which it says is “more relevant than ever” and the move to dairy-free chocolate. As a “sustainable vegan chocolate pioneer”, its Doisy & Dam brand has always been palm oil free and has used ethical cocoa from its inception. “But the formats we use, such as D&Ds and Good Eggs, take cues from dairy milk and put them into a vegan clean-ingredient format,” it says, adding that as part of the 1% of the Planet Programme, it donates 1% of net revenue to good causes.

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Meanwhile, Blockhead has just launched its first plastic-free and 100% biodegradable gum, Calm gum, “powered by relaxing botanical extracts”, and has begun work on transitioning its entire range over to plant-based – “which is a costly, but important challenge for us”, says founder Danny Lowe. “Blockhead gums contain active ingredients that make them far trickier than regular gums to transfer to a plant-based format,” he says.

As with most categories, consumers are becoming more aware of the ingredients going into confectionery, from both a sustainability and health point of view and this holds true in gums, he says. “However, the major players, despite having significant resources, have not made major changes to their supply chains to cater to these needs, leaving it to challenger brands to forge ahead and launch plant-based brands or variants.”

BIP Candy Brands’ Fretwell believes the HFSS legislation is driving much of the change in free-from confectionery, noting: “Despite looking for solutions, we are finding manufacturers across the world do not see the benefits in producing such items, due to sales performance vs standard sugar items. Also, sugar-free alternatives are more expensive to produce, so why would a consumer buy the same product for more in-store in this current climate?”

In impulse confectionery, taste and flavour delivery is a major need for consumers, says Bazooka’s Dry. “While we have seen some products entering the market in the free-from category, these have been primarily colourants and flavourings or a direct reaction to the HFSS regulations, with a reduced sugar content.”

However, Mondelez’s Nash argues that it has never been more important for the company to consider its plant-based offerings, as over 629,000 people participated in the Veganuary challenge last year²³. “Our Cadbury Plant Bar, a plant-based alternative to the nation’s favourite chocolate bar²⁴, remains one of our proudest innovations after two years of development,” she says. The company has also made advancements in vegan sugar confectionery with its Maynards Bassetts’ Fizzy Fish and Sour Patch Kids in watermelon flavour both



receiving vegan certification by the Vegan Society, she notes.

And, driven by the vegan and vegetarian trend continuing apace across the entire industry, Rose Marketing’s Watt says that while many of its products already fall within this category, it is aiming to make the majority of its ranges suitable to vegan/vegetarian diets.

On 2023 and beyond

Despite the market challenges, many brands are planning new launches over the coming months.

As a licensed partner for “many of the UK’s biggest brands”, Rose Marketing’s Watt says the company has planned launches for Swizzels Squashies Jelly Pouches and new lines within the Slush Puppie brand, including Sipz Liquid Candy and Candyfloss in the first half of this year. “The outlook for confectionery sales remains very positive. Over the past 12 weeks, sugar

confectionery has grown by over 8.9%²⁶,” he says.

Mondelez International’s Nash believes the snacking occasion is only set to grow more and more over the year ahead, with shoppers increasingly looking for excitement and innovation from retailers’ ranges and their favourite brands. “In these difficult times, shoppers will want to continue to treat themselves and we’ve worked hard to consider just what they’ll be after,” she says. “Over the next few months, we’ll be bringing them some of our most exciting and delicious treats yet.”

For example, Easter this year will see the release of its first ever product innovation for Cadbury Crème Egg – a Cadbury White Crème Egg version. “White chocolate is growing fast in the category, so in combination with the No. 1 Easter brand²⁷, this is a truly incremental new product,” she says.

The company is also introducing two new shell-eggs to its range: Cadbury

Sustainability: action on packaging

Work on reducing packaging and plastic usage is ongoing among most suppliers.

In October, Nestlé Confectionery revealed that its Quality Street brand was moving to recyclable paper packaging for its twist-wrapped sweets. “By replacing the double layer of foil and cellulose with a paper wrap, Quality Street will remove more than 2bn pieces of packaging material from the brand’s supply chain,” it says. At the same time, KitKat will introduce wrappers made with 80% recycled plastic which can be recycled at more than 5,000 supermarkets across

the UK. Beginning with the brand’s two-finger format, this will be extended across the whole range by 2024.

Lily O’Brien’s has transitioned all of the board in its packaging to FSC-certified material reveals marketing director Karen Crawford. “We’re also continuing to move away from black and coloured to clear plastic trays, made from recycled content,” she says.

BIP Candy & Toy has moved from plastic trays to card for its Eggs and Pop Ups, is using paper instead of plastic sticks for its mallow, and is introducing foam flying toys as an alternative to reduce

its plastic footprint, reveals head of UK sales & marketing Lee Fretwell. The company has also moved its Candy Canes from card into bags over the past few seasonal occasions, resulting in 70 tonnes less packaging being transported across the world, he notes.

Bazooka International marketing manager Robert Dry says it is working to reduce the amount of materials used, especially on secondary packaging and is introducing new materials to replace any non-recyclables, as well as including instructions on packaging to make recycling easier.

In September, packaging with 30% recycled plastic was introduced on Cadbury Dairy Milk sharing bars, rolling this out across 28 million units, reveals Mondelez International. The company has also joined forces with the industry to lead, finance and launch the UK’s biggest flexible plastic household collection and recycling pilot – Flex Collect, says trade communications manager Susan Nash. This, she adds, will inform government on how to incorporate flexible packaging into existing collection services across different geographies and demographics.

Dairy Milk Chunky Egg, with an extra thick shell, and Cadbury Oreo White Egg, with a white chocolate shell and crunch Oreo biscuit pieces inside.

Nurture Brands has just launched Good Eggs, an Easter-themed vegan miniature egg with ethical cocoa and palm oil-free, which it says is flying off the shelves, selling out for this Easter within one week of production. This is leading the company to consider featuring the brand year-round. However, looking ahead to May 2023, it plans to launch a new chocolate-covered pretzel under the Doisy & Dam brand, which it says has been “extremely popular” in consumer testing.

Meanwhile, inflation and availability will continue to be key challenges to retailers, consumers and suppliers, says BIP’s Fretwell. “Availability will improve as manufacturers find their feet again, but every product has an elasticity and, if a product passes that tipping point, we need to reinvigorate

internally to stay ahead of the market.”

While value growth in the confectionery category has been positive, cost increases facing consumers across the board means unit growth is a much less positive story at 0.2%²⁵, says Bazooka’s Dry. “We predict this slow growth to continue, with customers valuing confectionery that gives their kids more than just a snack, but some added value. We also see the rise in importance of price-marked packs to ensure value for money is kept in this time of increased pricing.”

“In the confectionery category, we are in the middle of a big shift in consumer behaviour, and the change will become even bigger and faster than many expect,” says Blockhead’s Lowe. “There is more scrutiny than ever from consumers on what they are putting into their bodies. Legislators are increasingly questioning the entire category’s benefit and the way in which sales and marketing tactics from some

businesses have prioritised revenue over people’s health. It’s part of the reason we started Blockhead – to help reimagine what confectionery could and should be, delivering function, not just an overdose of sugar.”

Sources

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- ³ IRI, MAT Ext data to 25.12.22
- ⁴ Value Growth, % YA
- ⁵ Nielsen, Total Confect, incl Gum, Value Sales vs YA, Total Coverage incl Discounters, MAT to w/e 03.12.22
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- ¹² Nielsen, Total Market incl discounters, Total Std Chocolate excl, premium, MAT to w/e 22.05.21
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- ¹⁷ NielsenIQ Scantrack, Data to w/e 16.04.22
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- ²¹ IRI, <https://tinyurl.com/yc5x3khd>
- ²² Nielsen Insights, Total Market, incl discounters, 18 wks to 04.04.21
- Treats, snacking & gifting**
- ¹ Kantar Worldpanel Data to March 2022
- ² Mintel, Chocolate Confectionery, UK 2022, 12 months to April 2022
- ³ Kantar, 52 w/e 10.07.22

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Sweet and sour success

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 Bazooka Chew Bar
 Bazooka Mix Upz
 Bazooka Rattlerz
 Juicy Drop Gummies
 Juicy Drop Gummy Dipperz
 Juicy Drop Blasts
 Juicy Drop Chews

With the current economic climate, it is a challenging time for all. However, the confectionery category is in growth at 7.9%¹, says Robert Dry, international marketing manager at Bazooka Candy Brands. “This is driven by increasing retail price points primarily due to inflationary pressure and also some trading up by consumers, with unit sales stable having grown by 0.2%²,” he says.

“Despite the economic challenges we have seen over the last year families still want to reward their children with treats, especially those which deliver added value, edible entertainment and portion control. This has seen our key brands in significant growth in not just value but units too, with Juicy Drop up 19%, Push Pop +12% and Bazooka +44% over the last 12 months³. This is a huge achievement and shows the strength of our brands and products.”

New launch goes viral on TikTok

Bazooka Candy Brands is now launching Juicy Drop Gummy Dipperz, which will be the latest product to join the Juicy Drop family and will be available in stores across the UK from January 2023. “The launch comes following huge success in the US, which saw the product soaring to be the No.4 new confectionery item⁴,” reveals Dry. “On top of this retail success story, Gummy Dipperz went viral on TikTok, creating a great demand for the product not only in the US but across the pond. We’ve been inundated with consumer and retailer requests for the product.

“The soft chewy gummy sticks dip into a delicious thick sour gel, so anyone can create their perfect mix of sweet and sour. Designed to be good for on-the-go, each resealable gummy



“The launch of Juicy Drop Gummy Dipperz follows huge success in the US, which saw the product soaring to become the No.4 new confectionery item⁴”

cup is made with firm plastic and a lid that clips shut so it can travel nicely. Juicy Drop Gummy Dipperz comes in two mouth-watering sweet and sour flavours: Strawberry and Raspberry.”

With the rise in prices affecting consumers across the board the importance of price-marked packs (PMPs) is key to giving consumers peace of mind and reassurance that they are getting the best possible price, adds Dry. “One of the legacies of the current situation is that we have seen a number of price barriers breaking down with the crossing of the £1 price point after a long period of time with no movement. With this in mind, Bazooka Candy Brands is expanding the number of PMPs offered across our chews range. We will have Juicy Drop Blasts, Bazooka Mix Upz and Bazooka Rattlerz all available in both small impulse 40-45g and larger sharing 100-120g options with a clear price indicated on both the unit and display.”



Source

¹ IRI EXT MAT Data to 25.12.22 Value growth % YA
² IRI EXT MAT Data to 25.12.22 Unit growth % YA
³ IRI MAT EXT data to 25.12.22 – Unit Growth % YA
⁴ IRI L26W Sales ending 12.26.21, MULO, FE Non-Seasonal Non Chocolate Confectionery



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BIP Candy & Toy UK

Novelty and nostalgia

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KEY BRANDS

- BIP
- Lutti
- Gummi Zone
- Look-O-Look
- Thornecroft
- Paw Patrol
- Minions
- Peppa Pig
- My Little Pony
- Baby Shark
- License Mix
- Dino & Friends
- Pop Ups
- Private-label novelty confectionery

 BIP Candy & Toy UK invents, manufactures and distributes high-quality novelty toys and candy products, explains head of UK sales & marketing Lee Fretwell. “We pride ourselves listening to our customers’ visions for their confectionery ranges and, with our creative teams in-house, bringing those ideas to life in-store with a vast array of private-label or branded & licensed products,” he says. “Our USP is bringing fun, novelty and nostalgia to both children and adults alike, which is why we’ve serviced many wholesale, retail, online and high street brands since 1999.”

Clearly, 2022 has been a challenging year due to significant inflation, availability of product, shipping delays, port strikes and the HFSS legislation, notes Fretwell. “BIP is not excluded from this but by working hard with our in-house teams and logistics partners, we are looking to improve serviceability for our customers throughout 2023; nobody wants to see an empty shelf,” he says. “That aside, we are building strong partnerships with our customers by working in an open, honest, collaborative way. Within wholesale and convenience, our branded & licensed ranges are >25% up year-on-year¹.”

Plans for 2023

BIP’s 2023 roadmap is really exciting, he adds. “Our range of Gummi Pizzas, Big Burgers and Donuts have long been established as top-sellers. Last year we super-sized our 21g Pizza with a 90g Mega Pizza, which has been flying off the shelves in a major retailer, adding value to the category.

“Bringing nostalgia to our consumers remains key and our Look O Look hanging bag range of candy necklaces,



“We are building strong partnerships with our customers by working in an open, honest collaborative way”

flying saucers, edible paper and sour stripes do just that. To meet the rise in the food gifting trend, we have added Look O Look Sushi, Noodles, Tacos, Burgers and Fries to our portfolio.”

As social media platforms drive increased awareness of children’s treats, BIP will be delivering its range of licensed and branded products, directly to the end-consumer via key online platforms, reveals Fretwell. “To support parents shopping on a budget we have a range of affordable novelty-based items, perfect for any party bag idea, such as Pop Ups, Foam Flyers, Water Shooters and Globe Spinners.”

For 20 years, BIP has devised many private-label solutions for its customers across all the key seasons of the year. “Whether it’s chocolate & popping candy Christmas puddings, giant candy canes, a nostalgic gingerbread house or a pick ‘n’ mix smoothie cup, we are your one stop shop,” he says. “You think it, we make it.”



Source
¹ Internal company data

BIP Candy & Toy UK

Novelty and nostalgia

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Source
¹ Internal company data

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BLOCKHEAD Energy gum
BLOCKHEAD CBD gum
BLOCKHEAD Calm gum
(New launch – 100%
biodegradable)
BLOCKHEAD Shine gum
BLOCKHEAD Vitamin gum

Source
¹ <https://tinyurl.com/25nyc3y2>

↙ Blockhead had a big 2022, almost doubling in size as growth across its core markets, including the UK, continued, reveals founder Danny Lowe. “We saw new retailers going live across Europe and consumer demand growing, with our in-store rate of sale gaining momentum,” he says. “This year, we have just launched into Sainsbury’s and Dhamecha, and are ramping up our investment in-store through POS, merchandising and field sales teams.

“As one of the UK and Europe’s leading functional chewing gums¹, we have a unique offering and educating people is a core job for us to do. So, our other major area of investment is in marketing to drive brand awareness and teach consumers about the benefits of Blockhead – how active ingredients are absorbed far quicker via your gums and why the brand is a convenient solution.”

While the company’s range of SKUs has increased, Energy gum has been at the forefront of its growth, reveals



“Consumer demand has been growing and our in-store rate of sale is gaining momentum”

Lowe. “Energy is an ever-growing category in demand with consumers, so our Energy gum is a smart, healthy solution for many people,” he says.

“Also, as mindfulness and mental health are growing trends, we are launching our first plant-based gum, Blockhead Calm. This 100% biodegradable gum is powered by soothing botanical extracts for a moment of zen.”

MORE THAN GUM



Nurture Brands

Powering ahead in plant-based

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KEY BRANDS

Doisy & Dam
Rebel Kitchen
EMILY Snacks
The Primal Pantry
Jax Coco
Indie Bay

For Doisy & Dam, we believe chocolate makes everything better, so we made everything about chocolate better, says Adam Draper, managing director at owner Nurture Brands. “We’ve taken the UK’s favourite sharing bags and given consumers what they really want – fun and innovative plant-based chocolate, using only ethical cocoa and never any palm oil. And, in the past year we’ve seen our sales increase as consumers recognise the value of choosing brands that offer better ethics as well as great taste.

“Our Good Eggs sold out last Easter within the first month of production, and we’ve had an even faster start this year, with our entire production sold out within one week,” he reveals. “Given the demand for Doisy & Dam Good Eggs, we will now make the range available year round and will bring more seasonal innovation this Christmas.

“We also continue to grow our core D&D’s and Peanut D&D’s, choc-covered



“The entire production of our Good Eggs for Easter sold out within one week this year”

peanuts in a light sugar-shell, which are fan favourites and best-sellers, as well as our recently launched peanut and salted caramel Clusters.

“Doisy & Dam is also one of seven international brands in the Nurture Brands portfolio (including Rebel Kitchen and Emily Snacks) that provide a more sustainable, healthier and tastier offering,” concludes Draper.



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KEY BRANDS

Reese's
 Hershey's Cookies
 'n' Creme

2022 saw total Hershey Company growth of 18.1%¹ in UK chocolate confectionery, against a category increase of +0.6%². The outstanding performer within the portfolio of the Hershey Company brands is the Reese's brand, which grew by 19%³.

Amber Pryde, brand manager at Hershey Company UK, explains: "Reese's continues to grow in consumer popularity and, as we have developed the portfolio across more sub-categories within chocolate confectionery both in all-year-round SKUs and seasonal, new customers are getting the chance to experience the brand's iconic 'cups' shape and unique taste of milk chocolate and peanut butter. Whether it's a chocolate cup, a candy shell or an exquisite high-heeled shoe, when we at Reese's see something, we tend to think 'could we put peanut butter in that?'. This may seem like a weird query to some, but at Reese's we know it often lands you in a very delicious place."

Mark Elstone, sales director at Euro Food Brands*, adds: "2022 has been a challenging year for all the obvious reasons, but our incredible retail partners have remained passionate about the brands' potential for growth and have shared in that success with us, especially within Reese's. We have exciting new products launching from the Hershey Company in 2023 and we can't wait for customers to experience them."

New for 2023

Reese's will see three new products launch this year: a £1 price-marked treat bag for Reese's Minis cups, a £1 price-marked treat bag for Reese's Pieces, and a brand new Reese's 90g Peanut Butter Bar. "We love to put peanut butter in everything and a Reese's Peanut Butter Bar is the perfect format in take-home for customers to enjoy chunks of milk chocolate filled with Reese's Peanut Butter," says Pryde.

Cookies 'n' Creme NPД

The second growing brand in the Hershey Company portfolio is Hershey's Cookies 'n' Creme bar. Cookies 'n' Creme is a classic flavour



“We have exciting new products launching from the Hershey Company in 2023 and we can't wait for customers to experience them”

profile UK consumers love but exciting new innovative flavours are launching in H1 2023 to build depth in the range and offer customers more choice, reveals Pryde.

"In 2022, we launched Cookies 'n' Creme into a 90g take-home block format and consumers have loved it," she says. "In 2023 we are taking the brand to new levels with the launch of two 90g take-home block formats – Cookies 'n' Creme Salted Caramel flavour and Cookies 'n' Creme Flat White flavour. Both combine the classic base of Hershey's creamy white creme but in a twist they are infused with cookie pieces and popular trending flavour profiles for an exciting taste and texture combination."



Source
^{1,2} IRI Marketplace, Value, 52 w/e 25.12.22

* Reese's and Hershey's brands are officially distributed in the UK by Euro Food Brands Ltd

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FORGET TO
PEANUT
BUTTER
YOUR
CHOCOLATE.



Anything
But ordinary

Reese's brand grew +19% during 2022 vs total chocolate confectionery category growth of +0.6%*

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Source: IRI Marketplace | Value | 52 w.e Data to 25th December 2022

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Ferrero UK

Springing into action

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KEY BRANDS

Ferrero Rocher
Ferrero Rocher Chocolate Bars
Ferrero Rocher Collection
Kinder Bueno
Kinder Chocolate
Kinder Surprise
Raffaello
Thorntons Classic
Thorntons Continental
Thorntons Pearls
Tic Tac

Shoppers will continue to treat and gift with confectionery in 2023 despite pressures from HFSS legislation and squeezed budgets, according to Jason Sutherland, UK & Ireland sales director at Ferrero. “Consumers will still look for those treating moments, whether that’s sharing a box of Thorntons chocolate with friends and family at the weekend or enjoying a fruity Tic Tac while on the go,” he says.

“Last year we introduced Tic Tac Fresh, available in Strong Mint, Cool Cherry and Grapefruit Mint flavours. Launched to help retailers attract new consumers to the sugar confectionery fixture, it has provided over £100k in value sales and £56k in incremental value to date¹. Overall, Tic Tac is showing steady growth, up 31% compared to two years ago, with fruit flavours bolstering sales by £1m².”

Seasonal beacons

Seasonal occasions are a beacon for chocolate confectionery sales, says Sutherland. “Shoppers are willing to treat themselves and friends and family around key dates. Traditional Easter chocolate sales were up 12.4% (an additional £48.8m), while Christmas sales grew 20.7% (£37.8m)³.

“Spring brings multiple confectionery gifting occasions, and we are introducing several innovations alongside the return of favourites for Easter 2023. Thorntons is launching a white chocolate Bunny in the much-loved 90g format to cater for more gifting needs, while a full pack redesign will roll out across Thorntons’ kids’ eggs, to drive standout on shelf for parents.

“Ferrero Rocher Easter confectionery value sales are up year-on-year⁴ and we’re launching two boxed egg packs, a Ferrero Rocher Egg and a Ferrero Collection (Milk) Egg, which both include a large 175g egg and six Ferrero Rocher chocolates. On top of this, Ferrero is introducing a new 100g Bunny for Easter.

“Kinder Surprise accounts for 33% of Kinder’s unit sales during Easter, and Kinder Seasonal is returning for Easter 2023 with familiar favourites such as



“Shoppers are willing to treat themselves and friends and family around key dates”

Kinder Joy, Kinder Egg Hunt and Kinder Figures,” he adds. “The Kinder 75g Bunny is now worth £1.1m⁵, benefiting from additional distribution in 2022.”

Premium opportunity

Premium chocolate is another area of growth for Ferrero. “Premium gift sales have risen by £9.1m in the past 12 months, with chocolate gifts to share growing by over £10m⁶. Ferrero, Thorntons and Kinder offer a range of iconic best-sellers in various formats that can act as a signpost for retailers’ confectionery shelves.

“Away from Easter, we will continue to expand our portfolio of chocolate and confectionery, using our expertise in this channel to introduce new flavours and formats to excite and engage shoppers,” reveals Sutherland. “We’ll support our big brands through major TV and radio campaigns, as well as in-store activity to maintain visibility for our brands and the wider category.”

Source

¹ Dunnhumby – Source of Value Report – 12 wks to 04.12.22

² Kantar Wordpanel, Tic Tac Fruits Index vs Total Tic Tac, Spend, Feb 2022

³ Kantar, 52 w/e 10.06.22

⁴ Nielsen, Easter Confectionery, 13 weeks to 16.04.22

⁶ Kantar, 52 w/e 10.06.22

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Grenade

Booming protein bar sales

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KEY BRANDS

Grenade

↙ Grenade continues to lead the protein bar sector, with sales of its high-protein, low-sugar bar range, and remains as the No.1 brand¹, reveals managing director Phil Greenhalgh. “This phenomenal growth is evidence of strong consumer demand for the brand, and the public’s continued focus on finding more convenient ways to satisfy their hunger and nutritional needs among their changing snacking habits,” he says.

Encouragingly, by the end of 2022, the protein bar category had risen by 27% vs 2019 with Grenade contributing over £13.5m of that growth², setting the scene for further growth in 2023 with new launches, more availability and greater visibility in-store, he adds.

Driving Grenade’s growth are its ‘core six’ protein bar flavours – White Chocolate Salted Peanut, Fudged Up, Cookie Dough, White Chocolate Cookie, Peanut Nutter and Chocolate Chip Salted Caramel. Currently the No.1 protein bar in the market for cash rate of sale², Chocolate Chip Salted Caramel has the highest return on shelf space compared to any other protein bar in the market³, notes Greenhalgh.

With 40% of adults in the UK now motivated to make healthier life choices⁴, and six in 10 consumers actively trying to choose healthy snacks to hit their fitness goals⁵, people are seeking more convenient ways to satisfy their hunger and nutritional needs, he says. “Packed with protein and low in sugar, Grenade bars keep people feeling fuller for longer, and less likely to make unhealthy snacking decisions.

“Focusing on the category drivers of health and taste, innovation is also a huge part of Grenade’s market success,” says Greenhalgh. “As testament to



“Innovation is also a huge part of Grenade’s market success. In January 2023, we launched the biggest thing to happen to protein bars since... well, us: Grenade Oreo”

this, in January 2023, we launched the biggest thing to happen to protein bars since... well, us: Grenade Oreo. With 21g protein, just 1g of sugar and a whole lot of that iconic Oreo flavour, this bar is the real deal. It features a creme layer with genuine Oreo vanilla flavour and a nougat centre with authentic Oreo cocoa flavour. With this instantly recognisable black & white centre and a taste to match, this is a bar the most die-hard Oreo fans will love.”

Grenade head of product Rob Page says: “After partnering with Mondelez in 2021, a collaboration with one of their products was top of our list, with Oreo the perfect fit. Following 18 months of development, this product combines both brands perfectly, in taste and nutrition. Our hope is the co-branded bar continues the work done by the Grenade brand, delivering added benefits without compromising on taste, while bringing new consumers into Grenade protein bars. Don’t miss it.”



Source

¹ IRI Marketplace, Total UK Market EValue Sales, 52 wks to 25.12.22

² IRI Total Marketplace, 52 w/e Values sales, 28.12.2019-25.12.22

³ IRI Marketplace, Total UK Market, CROS (£), Protein Bars, 12wks to 25.12.22

⁴ GOV.UK, Public Health England Survey, January 2021

⁵ Mintel, Consumer Snacking UK, 2021

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*IRI Marketplace, Total UK Market, Value Sales, Grenade Protein Bars, 52wks to 27.11.22

Lily O'Brien's

Affordable indulgence

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KEY BRANDS

- Lily O'Brien's
- Desserts Collection
- Ultimate Collection
- Exquisite Collection
- Milk Chocolate Truffles
- Salted Caramel Truffles

It has been another successful year for luxury chocolatier, Lily O'Brien's, reveals marketing director Karen Crawford. Now worth in excess of £17m, the brand has achieved record sales, driven by its signature Desserts Collection which is now a major player in boxed confectionery at key seasons. The range stands for craft, innovation, and indulgence for extra special moments, with RRP's starting from £5.

"In the current climate, affordable indulgence is key," explains Crawford. "This remains our approach at Lily O'Brien's, offering consumers a premium product without the premium price tag. Across the inlaid and casual gifting markets – with the latter a key growth area for boxed confectionery – we're bucking the wider declining trends seen in segments like impulse."

Alongside value, Lily O'Brien's offers a variety of indulgent tastes and textures across different boxed formats to widen desirability among chocolate fans, while bringing overall excitement to the confectionery category, she says.

Award-winning truffles

To bolster its award-winning portfolio, all-new Truffles were launched in September 2022 featuring two flavour varieties – Milk Chocolate and Salted Caramel – adding close to £1m to the casual gifting market on launch over the Christmas period¹.

The range has already welcomed industry success, with Salted Caramel Truffles winning the prestigious Product of the Year 2023 accolade in



“Our approach at Lily O'Brien's is to offer consumers a premium product without the premium price tag”

the Chocolate Category, as voted for by 8,000 consumers².

"Not only is a four-strong core product range propelling the brand forward, but Lily O'Brien's has also launched a new marketing campaign, showcasing its unique chocolates as the perfect gift 'For the ones you really know'," adds Crawford. "Our campaign creative highlights the many gifting opportunities to enjoy our chocolate collections, bringing more mini occasions into the confectionery category to drive value and volume."

The campaign is translating into retail, too, as shoppers gravitate towards products that offer comfort, joy, and luxury at an attractive price point. Lily O'Brien's is well positioned for this, given the broad appeal of quality boxed chocolates and the special meaning behind them, notes Crawford. "It's all about making the confectionery fixtures as compelling as possible, offering people choice for different gifting occasions," she says.

"Our new marketing campaign 'For the ones you really know', playfully highlights the 'O' in O'Brien's. We'll continue to evolve this campaign to be seen where the shopper is."

As sharing occasions at home and making the most of key and mini celebrations continue to strike a chord with consumers, Lily O'Brien's is tapping into the boom – with further innovation to come in 2023.



Source

¹ Nielsen, Total Market, MAT to 31.12.22
² Lily O'Brien's Salted Caramel Truffles won the Chocolate Category for UK Product of the Year 2023, run by Kantar – a prestigious award championing product innovation, voted for by 8,000 consumers in the UK & ROI

Lily O'Brien's

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Mondelēz International

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Maynards Bassetts
Halls
belVita
Cadbury Biscuits
Mikado
Toblerone
OREO
Ritz
Barney

➔ Mondelez International is Britain's No.1 confectionery supplier¹ and aims to provide consumers with the right snack, for the right moment.

Current trends

Despite challenging times, the confectionery category grew by 2.9% this year², showing shoppers want to treat themselves but are seeking the right formats and flavours to do so, says trade communications manager Susan Nash. "Multipacks offer a convenient and cost-effective way to purchase their treats in advance, while Big Night In offerings allow consumers to spend time together more affordably," she notes. "Last year, more shoppers also returned to on-the-go routines, resulting in strong sales for single confectionery formats, such as our new Wispa Gold Salted Caramel."

Wellbeing

While most adults snack at least once a day, many seek to achieve a balance in their choices, says Nash. "We help retailers cater to this trend through innovations, such as Cadbury Delights – our new range of nougat and caramel-filled bars coated in Cadbury chocolate. Available in three flavours in a multipack format, they hit the sweet spot for permissible indulgence at just 91 calories per bar. Elsewhere, Maynards Bassetts Juicies contain real fruit juice and 30% less sugar than standard equivalents, and form part of our non-HFSS range.

Seasonal

"For Easter, we're bringing shoppers new treats, such as a much-anticipated white chocolate flavour from the No.1 Easter brand³, Cadbury Creme Egg," reveals Nash. "While the Mini Eggs 80g bag is the No.1 Easter SKU⁴, a



“Last year saw more shoppers returning to on-the-go routines, resulting in strong performance for single confectionery formats, such as our new Wispa Gold Salted Caramel”

1kg bag has been added for shoppers baking Easter treats this year. We're also refreshing our shell-egg range with new, easy-to-shop categories and two new additions: Cadbury Chunky Egg and Cadbury Oreo White Egg. Plus, the delicious treats that accompany the small shell-eggs will be enclosed within the chocolate shell once again."

Sustainability

Through its Pack Light and Pack Right strategy, Mondelez has optimised its packaging where possible, adds Nash. "In 2021, we removed 6.4m plastic windows from our Cadbury shell egg range and, more recently, new 30% recycled plastic packaging rolled out across 28m Cadbury Dairy Milk bars.

"Our Cocoa Life programme ensures we continue to make one of our key ingredients the right way and in October, we announced its next phase. Over the next seven years, we'll be working with 300,000 farmers to increase the number of farming households reaching a living income, enhance child protection systems and access to quality education in Cocoa Life communities, and work towards no deforestation on Cocoa Life farms globally."

Source

- Nielsen, Total Confec, GB, Value Sales, Total Coverage incl Discounters, MAT w/e 03.12.22
- Nielsen, Total Confec inc Gum, Value Sales vs YA, Total Coverage incl Discounters, MAT w/e 03.12.22
- Nielsen Insights, Total Market incl Discounters, 18 wks to 04.04.21
- Nielsen Insights, Total Market excl Discounters, 20 wks to 16.04.22





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A raft of innovation for 2023

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KEY BRANDS

KitKat®
Aero®
Milkybar®
Munchies®
Smarties®
Caramac®
Yorkie®

First up in a year jam-packed with activity is a breaks bonanza from Nestlé Confectionery's flagship brand KitKat. With six out of every 10 households in the UK buying KitKat¹, and approximately 635 KitKat fingers consumed worldwide every second², new news from the brand is certain to excite shoppers and retailers alike, says the company's senior shopper marketing manager Claire James.

"Comprising a smooth and chocolatey centre, crunchy wafer pieces and a milk chocolate shell, KitKat Bites are a more indulgent way to enjoy a break," she says. "A hit with consumers since launching last year, shoppers can now enjoy the treat in a completely new way, thanks to a collaboration with Lotus Biscoff. KitKat Bites with Lotus Biscoff are delicious bite-sized pieces filled with Lotus Biscoff spread and crispy KitKat wafer pieces. They are available in a 90g sharing bag from the end of February."

This is not the only new flavour for KitKat, reveals James. From this month, shoppers will also be able to purchase new KitKat 2-Finger Caramel 9-packs and KitKat 4-Finger Caramel single bars, followed by a 4-pack multipack of 4-Finger singles bars from 1 April.

"What's more, a sell-out when it launched as a limited edition in 2021, KitKat Vegan is back for good," she reveals. "The single 4-Finger bar provides a plant-based break made with a rice-based milk alternative to create an indulgent-tasting vegan chocolate and crispy wafer combo, available now."

Golden moments for Nestlé

Nestlé is also unlocking the power of its sharing portfolio, with four big brands reimaged with a touch of gold to create the 'golden collection'.

"First to be touched by gold is Aero, with two new products featuring a flavour that has increased its penetration by 123% since 2019 – honeycomb³," she says. "Aero Golden Honeycomb Melts sharing bag and Aero Golden Honeycomb Block both include delightfully golden bubbles with a delicious honeycomb flavour, for an indulgent treat to share. These are the latest new products in the Aero



“With six out of every 10 households in the UK buying KitKat¹ and around 635 KitKat fingers consumed worldwide every second², new news from the brand is certain to excite shoppers and retailers alike”

sharing range. The brand has seen its penetration rise by 74% since 2018⁴.

"Joining Aero are two new Milkybar launches, with the classic Milkybar chocolate elevated by a golden caramel flavour," notes James. "The Milkybar Gold Buttons sharing bag and Milkybar Gold Block comprise caramel flavour white chocolate. Milkybar Buttons are Nestlé's No.1 sharing bag, proving this is a format loved by shoppers."

The next innovation sees two well-loved brands join forces to create the Munchies Gold made with Caramac sharing bag, she adds. Each Munchies piece will consist of a soft caramel and crisp biscuit centre, enrobed in the iconic caramel taste of Caramac.

"Finally, completing the 'golden collection' is a brand-new product that brings together Smarties and Caramac to create the Smarties Gold Buttons Made with Caramac sharing bag," says James. "Smarties Buttons have proven popular with shoppers since launch and this new variant, combining caramel-flavour buttons with mini colourful, crispy Smarties inclusions, aims to excite shoppers once again."

Source

¹ Kantar Worldpanel, Total Kit Kat Brand (incl. CBBs), 52w/e 30.10.22

² Based on KitKat Total Sales Worldwide data to 31.12.22

³ Kantar Worldpanel, Flavoured Chocolate Growth vs 2019, 52 w/e 25.12.22

⁴ Kantar Worldpanel, Aero Brand Penetration Growth vs 2018, 52 w/e 25.12.22 |

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STOCK THE GOLDEN COLLECTION

BY 

†IRI Market Advantage, Confectionery Database, 52 Weeks, Value Sales, w/e 10th September 2022, IRI All Outlets, Blonde Chocolate.

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Ritter Sport Chocolate

Continued out-performance

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KEY PRODUCTS

Block Chocolate – Colourful Variety and Nut Selection
New! Delightfuls Gifting Box
New! Vegan Block Range
New! Amicelli – Ritter Sport Group Innovation

 Ritter Sport has established itself as a highly accessible mid-premium brand, with quality and sustainability credentials that rival premium and super-premium competitors, says Benedict Daniels, managing director for Ritter Sport UK & Ireland. “The brand is proven to provide our trade partners with incremental category sales value¹ with a value proposition that commands a higher average price per kg vs historical category mainstays², many of which are in decline.”

The famously square, family-owned chocolate producer is now celebrating its eighth consecutive year of growth. Value growth is up 11.6%, ahead of a total tablet/block chocolate sector down -4.5%². “In 2022, we grew in every segment of our portfolio and achieved notable distribution gains including a permanent range in Asda and increased range and distribution in Sainsbury’s. This has powered us into the hearts and mouths of more consumers than ever before, with around c.2.5m UK households now buying our brand²,” says Daniels.

Innovation

In 2022, Ritter dared customers to ‘Start [their] love affair with the square’ and try its unique twist on Salted Caramel and Orange bars. With orange a hugely popular confectionery flavour in the UK (worth £35.2m MAT³), the 100g NPД fast became one of Ritter’s best-selling lines, he reveals.

Customers have also gone nuts for Ritter’s premium nut chocolate, he notes. “With the nuts and nut products market growing by around 30% in the past five years⁴, it’s no wonder that, with its chocolate packed full of whole



“The famously square family-owned chocolate producer is now celebrating its eighth consecutive year of growth”

nuts and all-natural ingredients, the range is so popular.”

In 2023, the brand will launch a Vegan block chocolate range that really delivers on taste and quality, welcoming a raft of new shoppers with vegan-friendly, on-trend flavours, he adds.

Ritter Sport Group is also looking to emulate its block category success in the gifting sector with the introduction of two new lines, he says. “Delightfuls’ is a more indulgent giftbox offering featuring milk chocolate cubes in three top UK flavours: milk, nut and caramel. Meanwhile, Amicelli is a premium gifting brand, set to drive incremental sales, margin and value in the sector,” he reveals. “This individually wrapped wafer roll is filled with hazelnut cream and covered in milk chocolate, made from 100% sustainably sourced cocoa.”

Sustainability

Sustainability sits at the heart of Ritter Sport’s ethos. Daniels says: “We purchase only 100% sustainable & traceable cocoa for our Ritter Sport Chocolate. Our business is carbon-neutral and Rainforest Alliance-certified, plus we operate our own 2,500-hectare cocoa farm, ‘El Cacao’, where we’ve planted over 1 million trees to date. Half of that plantation is permanently preserved for nature, never to be cultivated.”



Source

- ¹ Nielsen Panel data, Total GB, 52 weeks to 26.12.20 vs YA, Total Chocolate
- ² Nielsen Scantrack & Homescan, Total Coverage, block chocolate market 80g+, 52 w/e 31.12.22
- ³ Nielsen, Total Coverage, MAT to 14.08.21
- ⁴ Trend-Emotion 2021, <https://de.statista.com; IRI, CAGR 2022-2026>



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*Nielsen Scantrack, Value Sales, total coverage, block chocolate market 80g+ 52 WE 31. 12. 22



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Rose Marketing UK

Confectionery juggernaut

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KEY PRODUCTS

Candy Castle Crew, Eezy Freezzy, Vimto, Tango, SLUSH PUPPIE, Robinsons, Swizzels, Chupa Chups, Fruit Shoot, The Snowman and The Snowdog

Source

¹ Nielsen total coverage, 52 w/e 17.12.22.
² Nielsen, sugar confectionery, 52 w/e 17.12.22
³* Internal company data
⁴ Vypr Survey Results, 508 participants, 05.01.23

With 63.6%¹ annual growth and recognised as the fastest-growing major supplier of confectionery in the UK², Rose Marketing UK has become a confectionery juggernaut. “With an ever-expanding portfolio of novelty and licensed branded confectionery and ambient desserts and ice pops, Rose is the go-to supplier,” says MD Steven Watt.

“Novelty confectionery remains at the heart of the business as demonstrated by our Candy Castle Crew Category Management customers, whose sales continue to outgrow the category average at 20% year on year³,” he reveals. Alongside this, the self-proclaimed ‘Kings of Liquid Candy’, sold over 9m units of liquid candy⁴, which has been redeveloped to remove 35 tonnes of sugar in a year.

“Licensed products are also integral to the business, as 73.4% of consumers are more likely to buy a licensed brand product for their children⁵,” he says.



“Novelty confectionery and licensed products are integral to the business”

“Our strategy is to only work with the biggest and best-loved brands.”

Rose’s diverse collection also includes ambient desserts like jelly pouches and pots as well as ambient Eezy Freezzy Ice Pops.

“This year, Rose recently opened a larger head office and plans a packed programme of NPD as well as launches for specific licensed brands,” says Watt.

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* (Nielsen, Sugar Confectionery, 52 wks w/e 17th December, Retail Discount & Impulse). ** (Customer X EPOS, 52 wks 19th December).

Walkers Nonsuch

Quality and variety

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KEY BRANDS

Walker's Nonsuch
Nonsuch

Independent family toffee makers since 1894, Walker's Nonsuch focuses on product quality and packaging, reflecting the delicious toffee found inside, says export & marketing director Emma Walker. Traditional toffee bars, 14 varieties of twist-wrapped toffees and chocolate eclairs are all available, in different packaging formats to suit all markets, as well as a unique gift range, she says.

Today, maintaining loyal consumers and attracting new ones is paramount to the Walker family, she says. "Despite rising costs, Walkers has maintained the use of only the finest ingredients which, along with over 125 years' cooking experience, make Walker's Nonsuch Toffee taste how it does today." 2023 sees investment into machinery, in turn generating factory efficiencies in packing, and helping to mitigate ongoing increases, reveals Emma. "The range of 10 varieties of 150g bags proves popular and the 'Hammer Packs'



“Despite rising costs, Walkers has maintained use of only the finest ingredients”

offer a fun and novel gift option,” she says. “This unique product looks and tastes good and offers an alternative to chocolate, at an affordable price.”

New gift boxes of twist-wrapped toffees in exciting varieties are being developed. “We specialise in making quality toffee, packaging with attention to detail and good service to each and every customer,” concludes Emma.



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World of Sweets – Anthon Berg

New Danish connection

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KEY BRANDS

Anthon Berg
Nerds
Pez
Warheads
Bonds of London
Vimto
Barratt Ice Duos

 World of Sweets is expanding its partner brands portfolio by introducing an internationally acclaimed Danish brand to its range.

Anthon Berg, founded in 1884 and recognised as a world famous liquor-filled chocolate brand, joins the portfolio of global confectionery brands distributed by World of Sweets and opens up new markets for the confectionery giant.

World of Sweets has become the new authorised UK distributor of Anthon Berg, which is owned by Toms International, a Danish confectionery producer since 1954.

“The distribution reach offered by World of Sweets will bring Anthon Berg to a whole new market, vastly expanding its UK customer base and positioning the Danish brand as an all-year-round gifting option for retailers, as well as focusing efforts during popular gifting seasons, such as Valentine’s Day Mother’s Day, and Christmas,” says sales and marketing director Helen Bradshaw.

“The brand, best known for its iconic bottle-shaped chocolates, is endorsed by some of the most famous original liqueur brands,” she adds.

Anthon Berg’s current confectionery offering includes Premium Chocolate Liqueurs, Chocolate Cocktail Liqueurs, Single Malt Scotch Collection, Chocolate Liqueur Tablets, Chocolate Pralines, Fruits in Marzipan, Marzipan Bars and an Advent Calendar.

The Danish company is considered to have the best selection of globally recognised spirits brands in the chocolate category, and World of Sweets plans to make the most of all product formats in their portfolio, including gift boxes, sharing pouches, tablets and bars, notes Bradshaw.



“The distribution reach offered by World of Sweets will bring Anthon Berg to a whole new market, vastly expanding its UK customer base and positioning the brand as an all-year-round gifting option for retailers”

“This iconic Danish confectionery brand brings a whole new market for our products and allows us to expand our offering. As an internationally acclaimed brand with an exciting offering, they will appeal both to retailers and their customers.”

Guilhem Pierre Bénézet, area director at Tom’s Group, says: “We are excited to be entering a new partnership with World of Sweets to become our new authorised UK distributor of Anthon Berg. Our brand offers customers and consumers a unique and premium-quality product, and with a strong partnership and distribution efforts by World of Sweets we hope to vastly expand our UK audience.”

World of Sweets is the UK’s largest confectionery distributor, importer, and wholesaler. Its e-commerce sites serve 55,000 customers per week; its Hancocks wholesale stores serve over 22,000 customers, while the field sales and direct-to-store team cover 36,000 independent customers.



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KEY BRANDS

Anthon Berg
Nerds
Pez
Warheads
Bonds of London
Vimto
Barratt Ice Duos

As the UK's largest distributor, importer and wholesaler of confectionery products, you could say we make anything possible, says Helen Bradshaw, sales & marketing director at World of Sweets. "We're everything from innovative partners to category-leading suppliers, and our passion for sweets is at the heart of it all," she says. "We pride ourselves on being the perfect partners to every business, offering a world of innovation, expertise and solutions to our supplier partners, customers and consumers."

World of innovation

Innovation is at the forefront of everything the company creates through its in-house brands and exclusive partnerships with major global brands, explains Bradshaw. "We continue to develop our own brands such as Bonds of London, alongside leading kids brand Crazy Candy Factory and Kingsway, the largest range of pick-and-mix in the UK," she says. "Sweet partnerships include well-known brands like Pez, iconic American brands like Nerds, Warheads, Red Vines, Sour Punch, Tootsie and Dubble Bubble, innovative kids brand Sweet Bandit, along with British favourites including Vimto and Barratt. We have also now introduced acclaimed Danish confectioner, Anthon Berg, to our partner brand portfolio. "Our partnerships with over 350 trusted suppliers worldwide, plus our expertise in product development and buying, mean the newest sweets across the globe make their way straight to the UK," she adds. "Recent examples include the Barratt Ice Duos, market-leading Bonds candy cups with new varieties including the Vegan Cup and



“We pride ourselves on being the perfect partners to every business, offering a world of innovation, expertise and solutions to our supplier partners, customers and consumers”

partnering with children's charity, the Honeypot on Teddy Bears Picnic, the launch of new children's brand Candy Realms and the new Kingsway bubble gum tongue painters.

World of expertise

"Partner brands can tap into our marketing expertise, and we also offer opportunities for bespoke product development, working alongside global innovation experts to create exciting new favourites that are sure to make an impact in the confectionery market. "With an unparalleled global insight into confectionery, our product specialists are able to predict flavour and format trends, allowing us to quickly respond and delight our UK customers and consumers."

World of solutions

For partner brands, the company offers many distribution solutions with access to unbeatable networks ranging from e-commerce sites serving 55,000 customers per week to Hancocks wholesale stores with over 22,000 customers, as well as field sales and a direct-to-store team covering 36,000 independent customers. "We have driven change in the digital space of sweet selling to service customers better through the Hancocks website," says Bradshaw. "And we make sure that our insight, technology and infrastructure is market-leading, making us the perfect partner for sweet success."



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