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# Food Poland

*from*

Polish Magazine for Professionals

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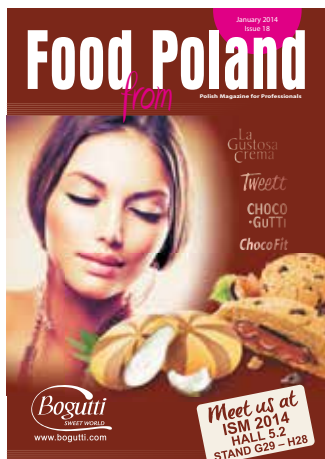
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## TOMASZ PANCZYK

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## Discover Polish sweets market

Polish confectionery market is divided between many manufacturers. They are mainly micro, small and medium-sized enterprises. Some of them are big family-run companies. E.Wedel, is the one with the longest tradition and the highest brand awareness of them all, used to be the market leader for many years. Also Wawel from Cracow, Mieszko from Raciborz, Colian Group - owner of four brands: Jutrzenka, Goplana, Kaliszanka and Solidarność – are among the largest players on the Polish sweets market. We have many sweet brands known around the world like – “Ptasie mleczko”, Sliwka Naleczowska”, “Zozole”, “Kukulka”, „Krowka” or “Czekolada Gorzka”.

Polish sweets are known and loved around the world. There is no better proof of this fact than the export of Polish confectionery products, which increased by 11% in 2012. Its value increased by 11% as well and reached €1.054 billion, and thus, for the first time, its value amounted to more than one billion. Over the same period, imports were higher by 3%, increasing to a little more than 154 thousand tons. The value of imported sweets has increased by 5% and amounted to €484.8 million.

About excellence Polish sweets you can read in this issue of Food from Poland Magazine.

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**Food Poland**  
*from*

# Polish sweets market

Sweets (confectionery products containing cocoa and containing no cocoa – CN codes 1806 and 1704) were the most valuable items in both exports and imports of sugar and confectionery products. In 2012, the amount of sweets exported grew by 11% reaching 274.2 thousand tons.

Its value increased by 11% as well and reached €1.054 billion, and thus, for the first time, its value amounted to more than one billion. Over the same period, imports were higher by 3%, increasing to a little more than 154 thousand tons. The value of imported sweets has increased by 5% and amounted to €484.8 million. The export growth rate was significantly higher than the import growth rate, which considerably contributed to improving the foreign trade balance of these products. The positive trade balance amounted to €569.8 (up by 16%) and 120.1 thousand tons (+23%). In terms of volume, chocolate products accounted for 71% of the imports of sweets. In terms of value, their share was higher by 3 percentage points. However, as far as exports of sweets are concerned, chocolate products were 80% of its amount and 82% of its value.

72% of sweets export, in terms of volume and 68% in terms of value were sent to the EU. Third countries, including the CIS (7%), were also other important export markets. In 2012, United Kingdom was the main sales market for Polish sweets, where one fourth of exports were sent. The next place was taken by Germany (12% share), followed by the Czech Republic and Russia (5% share), the Netherlands, Hungary, Romania, Turkey, France and Lithuania followed. Exports to the top 10 countries accounted for two thirds of exports in total.

As in previous years, in 2012, sweets were purchased primarily in the EU, where 96% of these products were imported. Third countries became minor importers due to a decrease in purchases in Colombia, Ecuador, Switzerland and Côte d'Ivoire. Germany remained the main supplier; 46% of imported sweets were purchased there. In Italy (10% share) and Belgium (7% share) as well as in the Czech Republic and in the Netherlands (6% share each).

In 2013, the demand for Polish sweets will largely depend on the results of the EU economies. Although sweets are not articles of prime necessity, they are still a great idea of solace in difficult times. In 2012,



cocoa became slightly more expensive, but it is still significantly cheaper than it was in the previous years. Throughout the world sugar became much cheaper; in Poland its prices were stable, but in 2013 they are likely to be lower. It can therefore be expected that in 2013 exports of sweets from Poland will rise at a similar pace as well.

In the analysed period, the volume of exported products coded CN 1704 and 1806 accounted for 26.4% of the volume (31.3% last year) and 71.4% of the value (77.6% last year) of exports of the commodity group comprising sugar, products of the sugar industry and confectionery. Sweets accounted for 1.8% in terms of volume (2.1% in 2011) and 6.0% of the value (6.3% in the previous year) of exports of agricultural and food products as a whole.

The share of the imports of sweets in the commodity group comprising sugar, products of the sugar industry and confectionery products, in the period we analyse, amounted to 20.2% in terms of volume (18.9% last year) and 60.9% in value (60.6% in 2011), while imports of sweets accounted for a 0.8% share (also 0.8% last year) in imports of agricultural and food products as a whole in terms of volume and 3.6% of its value (3.7% last year).

The decrease in the share of sweets in the export of sugar and confectionery products is caused by an increase in the export of sugar, whereas, a larger share in imports is the result of the import reduction of sugar and molasses.

### **CONFECTIONERY PRODUCTS CONTAINING NO COCOA**

Confectionery products containing no cocoa are: chewing gum, liquorice extract, white chocolate, pastilles, including the sore

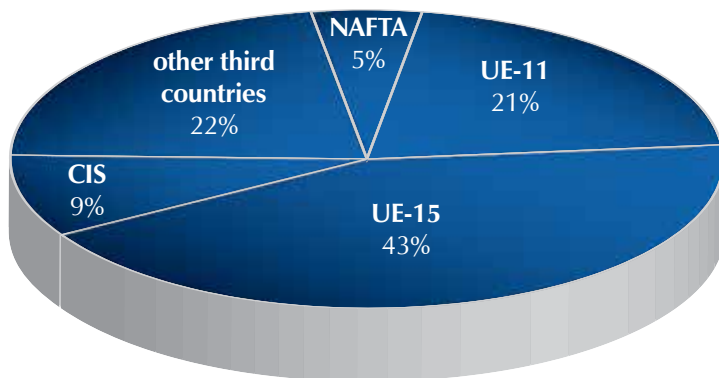


throat pastilles, sugar-coated confectionery products, jelly products and jellies, boiled candies, also filled candies, toffee candies, caramels, compressed tablets in sugar confectionery, and others not listed above.

The volume of exports of confectionery products containing no cocoa in 2012 increased by 5% to almost 54.3 thousand tons, while the value of exported commodities soared rapidly, i.e. by 19% to nearly €193.7 million (€162.9 million in 2011). In the same period, 45 thousand tons of these products were imported to Poland (a decrease by 2% from 45.8 thousand tons) for €126.1 million, i.e. more by 4% compared to €121.3 million in 2011. As a result, the positive balance of trade has increased by as much as 63% to €67.5 million (compared to €41.6 million previously). In terms of volume, a surplus was recorded in the amount of 9.3 thousand tons, whereas the balance has increased as well by 63% from 5.7 thousand tons. Results in the foreign trade of sweets containing no cocoa were improved as a result of a significantly higher growth rate of the value of exports than of imports, combined with the negative dynamics of imports and positive dynamics of exports in terms of volume.

## Geography of exporting sweets without cocoa from Poland

January – December 2012 in terms of value



(FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit – April 2013

### EXPORT

As in previous years, also in 2012, the main export commodities were commodities marked with the CN code 1704 90 99 (other confectionery products without cocoa). In foreign markets, 19.4 thousand tons (more by 10%) of these products for the amount of €90.3 million (+34%) were sold. This amounted to a 4% share in terms of value and 36% in terms of volume. Toffee candies, and caramels (CN code 1704 90 75) were in second place. Exports of these sweets amounted to 16.5 thousand tons (+4%, 30% share) amounting to €38.4 million (+7%, 20% share). These positions were followed by boiled candies, including the filled ones (CN code 1704 90 71 code), which were sold outside the Polish borders in the amount of almost 8 thousand tons (15% share) for €22.2 million (12% share). Also, white chocolate (CN code 1704 90 30) and products marked with the CN code 1704 90 65 and other sugar-covered products (CN code 1704 90 61) were important products in the export structure.

Countries of the European Union are still the most important outlets for Polish confectionery products without the content of cocoa, where 63% of exports (34.3 thousand tons worth €124.3 million) were sent. The share of EU countries decreased, however, year by year by 4 percentage points. Third countries gained

in importance, largely because exports to the USA, Saudi Arabia and Yemen were intensified. 9% of exports were sent to CIS, one fourth was sent to other third countries, including the member countries of NAFTA, 5% (Canada and USA).

In 2012, Germany was the main customer of Polish sweets without the content of cocoa. It accounted for 23% in terms of volume. Germans bought almost 12.6 thousand tons of these products for €39.9 million. It was followed, with a much smaller share, subsequently by Saudi Arabia (up by one fourth to 3.3 thousand tons), United Kingdom (3.1 thousand tons, +27%), Russia (3 thousand tons, less by 5%), Czech Republic (2.5 thousand tons), Hungary, Romania, Yemen, Canada, Slovakia, USA and Lithuania.

In the period we analyse, exports of confectionery products with no content of cocoa accounted for 5.2% in terms of volume and 13.1% in terms of value in the export of the group of commodities comprising sugar, products of the sugar industry and confectionery products. In 2011, this share amounted to 6.6% and 13.3%, respectively, whereas in 2012, exports of confectionery products with no content of cocoa accounted for 1.1% (1.1% a year earlier as well) in terms of the export value of agricultural and food products as a whole and 0.4% of its volume (0.4% in the previous year as well).

## Geography of exporting sweets without cocoa from Poland

January – December 2012 in terms of value

Country	%
Germany	20
Saudi Arabia	7
Great Britain	6
Czech Republic	4
Russia	4
Hungary	3
Romania	3
Slovakia	3
Lithuania	3
Others	47

### IMPORT

Other jelly products and jellies including fruit pastes as confectionery products (CN 1704 90 65) accounted for 28% of the imports of sweets in this group of commodities. They were imported in the amount of 12.6 thousand tons (less by 2%) for €28.7 million (+7%, 23% share). The Increase by 11% allowed to achieve a 14% share in terms of volume for sugar-coated products (code CN 1704 90 61), which were imported in the amount of 3.1 thousand tons for €8.4 million. Despite a 4% decrease in imports, sugar-coated products remained in second place with a 14% share in terms of volume (CN code 1704 90 61), which were imported in the amount of 6.3 thousand tons for €19.7 million. Also purchased, but slightly less, were boiled candies, even the stuffed ones (CN code 1704 90 71; 5.9 thousand tons); toffees, caramels and similar sweets (CN code 1704 90 75; 4.5 thousand tons); as well as products with CN codes 1704 90 51 and 1704 90 99. Their share in total imports of confectionery products without the content of cocoa amounted to 13% and 10%, respectively, and 9% each in terms of volume.

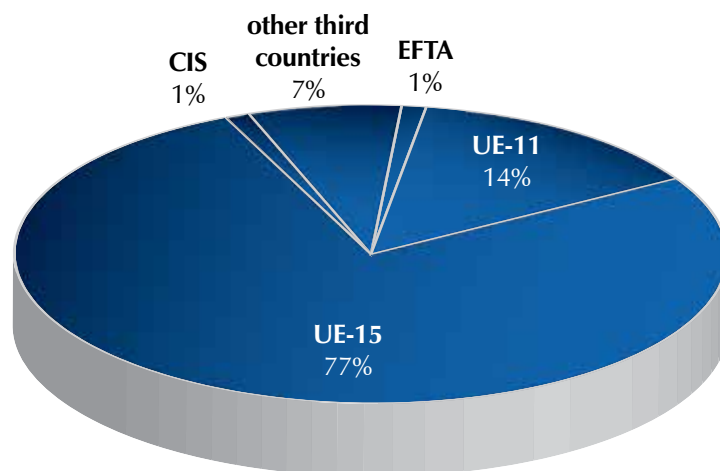
EU countries were among the main suppliers of CN code 1704 products to the Polish market, from where 91% of these products were imported. Imports

### Geography of importing sweets without cocoa from Poland

January – December 2012  
in terms of value

Country	%
Germany	42
Netherlands	8
Spain	8
Czech Republic	7
Italy	5
Belgium	4
Hungary	3
Republic of Ireland	2
Turkey	2
Others	19

### Geography of importing sweets without cocoa from Poland January-December 2012 in terms of value



(FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit – April 2013

from the EU-26 slightly exceeded 41 thousand tons (+6%), and the value reached almost €113.8 million (+11%). Third countries' importance decreased, mainly because of a significant reduction in purchases in Colombia (by a half

and Ecuador (71%) and, because imports from the EU were intensified.

As in the previous years, so in 2012, confectionery products with no content of cocoa were imported mainly from Germany - 17.4 thousand tons with a value of

€52.3 million, which accounted for a 39% share in terms of volume and 41% in terms of value. The volume of imports from this country increased by 8%, while its value increased by 11%. Despite the 11% decrease to 5.1 thousand tons, the second place

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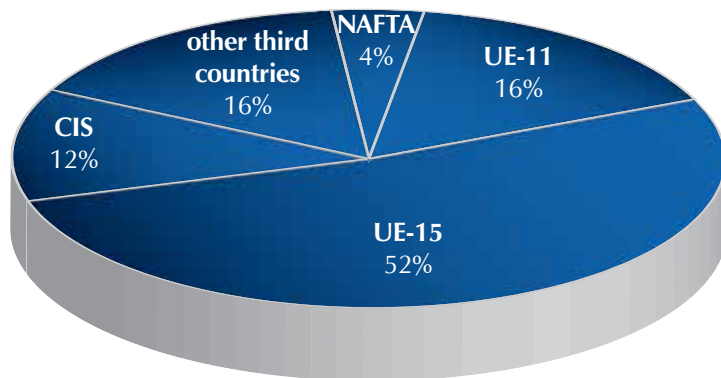
A full range of products and more information about the company can be found on the website:

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## Geography of exporting sweets with cocoa from Poland

January – December 2012 in terms of value



(FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit – April 2013

was taken by the Czech Republic (11% share). The next positions were taken by the Netherlands (4.1 thousand tons, which gave a 9% share), Spain, and Belgium (2.7 and 2.5 thousand tons, respectively). A two and a half times increase of purchases in Italy, up to 2.1 thousand tons, as well as the decreases of imports from Colombia and Ecuador mentioned above, whose total share dropped by 4 percentage points to 3%, are also worth noting.

In 2012, imports of confectionery products without the content of cocoa accounted for 0.9% (1.0% share in 2011) in terms of value and 0.2% (also 0.2% last year) of the volume of imports of agricultural and food products as a whole. In the period we analyse, the share of imports in the group of commodities comprising sugar, products of the sugar industry, and confectionery products, accounted for 5.9% (5.8% a year earlier) of the volume and 15.9% (also 15.9% in 2011) of the value of imports of this group.

### CHOCOLATE PRODUCTS

Like in the previous year, chocolate products (confectionery products containing cocoa) were the most valuable items in exports and imports of the Polish sugar and confectionery industry. In 2012, the Polish foreign trade turnover in these products closed with a positive balance of €502.3 million, increasing by 12% from €449 mil-

lion in 2011 (€368.6 million in 2010). This happened due to the higher growth rate in exports than in imports. In terms of volume, the positive balance increased by one fifth up to 110.9 thousand tons (compared to 92.3 thousand tons a year earlier and 68.5 thousand tons in 2010). In 2012, 219.9 thousand tons of the products mentioned above were exported, obtaining €860.9 million for them (in 2011, 195.4 thousand tons for €788.9 million). The volume of exports was higher by 13%, and its value increased by 9%. In the same period, the volume of imports increased by 6% up to 109 thousand tons, and its value was higher by 6%, rising to €358.7 million (103.2 thousand tons for €339.8 million in 2011).

### EXPORT

The highest recorded exports of chocolate products were exported to EU countries – over ¾ of the export was sent to the EU-26 markets. These countries bought from Poland 162.1 thousand tons for €588.9 million. This represents an increase of 12% and 6%, respectively. To the 15 EU-15 Member States 46.3 thousand tons were sent (22%) worth €211.7 million (+23%). The average value of exports to the EU decreased by 5%. This may be a reflection of the crisis, which is forcing EU partners to choose cheaper products. Also, Russia and Turkey were significant export markets.

## Geography of exporting sweets with cocoa from Poland

January – December 2012 in terms of value

Country	%
Great Britain	27
Germany	13
Russia	9
Czech Republic	4
Hungary	3
Netherlands	2
Romania	2
USA	2
Turkey	2
Others	36

Most Polish confectionery products containing cocoa were sent again to the UK - 65.3 thousand tons (up by 16%), for which €234.2 million (up by 27%) was received. This accounted for a 30% share in exports in terms of volume. Shipping to the United Kingdom was intensified after 2004. This may be associated not only with the intra-EU duty-free trade, but also with opening the local labour market and the related large economic emigration of Poles to the Islands. Other significant markets were also Germany (increase by 10% up to 18.8 thousand tons, 9% share), the Czech Republic (12.3 thousand tons, 6% share), the Netherlands (10.4 thousand tons, 5% share), Russia (10 thousand tons), and to a minor extent Hungary, Romania and Turkey.

Within the commodity structure of export, having achieved an increase of 5% in volume, the domination of the other filled chocolates (CN code 1806 90 31) has remained. Their export exceeded 55 thousand tons (25% share) and their value reached almost 262.3 million tons (more by 1%), which accounted for a 30% share. The next place was taken by spreadable products containing cocoa (CN code 1806 90 60), where 29.2 thousand tons for €98.2 million were sold outside the Polish borders. This accounted for 13% in terms of volume and 11% in terms of value in the export structure. The third place was

— MAGNAT —

# SWEET IDEAS



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taken by chocolate products in blocks, slabs or bars (CN code 1806 31 00). The volume of their export amounted to 26.3 thousand tons (12% share) with a value of €73.7 million (9% share).

Fewer products with the CN code 1806 32 90 (23.6 thousand tons for €94.5 million) were sold abroad, as well as other food preparations containing cocoa with filling (CN code 1806 90 90), which were exported in the amount of 21.1 thousand tons (10% share) for almost €91.6 million (11% share).

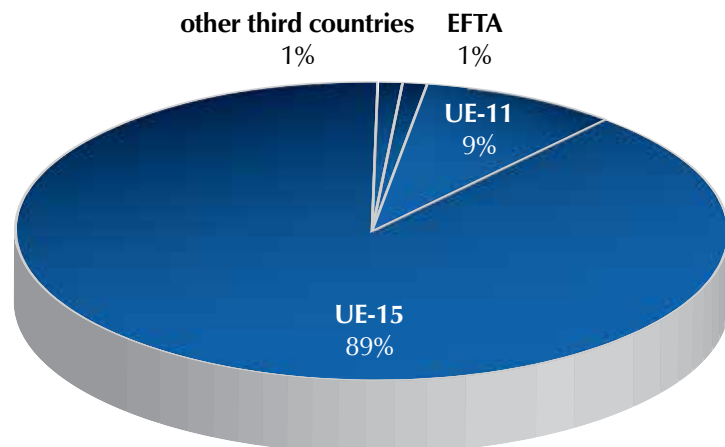
In 2012, the export of chocolate products was 58.3% (64.3% a year earlier) in value and 21.1% (25% in 2011) in volume for the group of commodities comprising sugar, products of the sugar industry and confectionery products. Shares in the export of agricultural and food products as a whole amounted to 1.5%, in terms of volume (1.6% a year earlier) and 4.9% (5.2% a year earlier) in terms of value.

## IMPORT

Confectionery products containing cocoa were imported during this period almost entirely from the EU countries – from the EU-26 countries, 98% of products labelled with the custom tariff code CN 1806 were purchased, in terms of value and volume in total. Imports from the EU-15 Member States accounted for 88% in terms of volume and 89% in terms of value. In 2012, third countries did not play a significant role in supplying Poland with sweets containing cocoa. Imports from Switzerland decreased by 23% to barely 470 tons. Purchases from Côte d'Ivoire, which is the largest producer of cocoa beans in the world, decreased by 44% to 343 tons. Their total share slightly exceeded 1% of imports.

For many years, the main supplier of chocolate products to the Polish market has been Germany, from which in 2012, 53.2 thousand tons worth €182.2 million were imported. Imports were stable compared to the previous year. Imports from Germany accounted for half of the sweets

## Geography of importing sweets with cocoa from Poland January – December 2012 in terms of value



(FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit – April 2013

containing cocoa coming into Poland. Also, Italy (12.3 thousand tons), Belgium, (8.8 thousand tons), France (6 thousand tons), the United Kingdom, the Netherlands and Austria, as well as the Czech Republic were much smaller suppliers of chocolate products to the Polish market.

The commodity structure of Polish imports of confectionery products containing cocoa was dominated by three products. The first item from among these products were products marked with the CN code 1806 20 95 (other food products containing cocoa in blocks, slabs or bars weighing more than 2 kg or in liquids, pastes, powders, granular or in other form, in containers or immediate packaging, with a content exceeding 2 kg), which were imported in the amount of 21.3 thousand tons for nearly €58.9 million (20% share in terms of volume and 16% in terms of value).

The second group were other food preparations with cocoa in blocks, slabs or bars, filled (CN 1806 31 00). In terms of volume, imports of these commodities amounted to 18.3 thousand tons. This accounted for a 17% share in the imports of these commodities in terms of volume. The value of purchases increased by 4% up to €69.7 million, which accounted for 19% of the purchasing of confectionery products containing cocoa in total (the largest amount in terms of value). The

products of the CN code 1806 20 10 were in third place (other preparations in blocks, slabs or bars weighing more than 2 kg or in liquids, pastes, powders, granular or other bulk form in containers or immediate packaging, with a content exceeding 2 kg containing 31% or more of cocoa butter or containing 31% or more of cocoa butter and milk fat in total). Their import exceeded 13.7 thousand tons, while the value €34.9 million (with shares of respectively, 13% and 10%). Products of CN codes 1806 90 19 (10.1 thousand tons), 1806 32 90 (7.5 thousand tons) as well as 1806 90 60, 1806 32 10 and 1806 90 31 were the following positions.

In 2012, imports of chocolate products accounted for 2.7%, (also 2.7% in 2011) of the value and 0.6% (0.5% a year earlier), of the volume of imports of agricultural and food products as a whole. Shares in imports of the group of commodities including sugar, the sugar industry products and confectionery products amounted to 45.1% (44.7% a year earlier) in terms of value and 14.3% (13.1% a year earlier) in terms of volume.

### Tomasz Pańczyk

*Based on: Analysis of selected issues and trends in the Polish production and foreign trade in agricultural and food products in 2012, FAMMU/FAPA, Foreign Agricultural Markets Monitoring Unit – April 2013.*

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## TRADITION

### HISTORY AND INNOVATION

Wawel SA is one of the most famous chocolate factories in Poland. The company prides itself on its traditions dating back to the beginning of the 20th century. In 1910 Adam Piasecki established the Factory of Sugar and Chocolate. After II World War, as the result of the merger A. Piasecki's, Suchard's and Pischinger's factories, Wawel gained additional experience in manufacturing of chocolate products and was able to follow traditions of the biggest European confectioners. In 1998 the company debuted at the Warsaw Stock Exchange. In 2006 Wawel opened modern factory in Dobczyce near Krakow, with advanced production lines, which meets the requirements of all quality standards. Wawel offers confectionery based on the traditional recipes and constantly expands the portfolio by adding new products.



### QUALITY

The highest quality of its products Wawel owes to traditional recipes, carefully selected ingredients, as well as high quality raw materials. Our modern production lines undergo strict controls and verification procedures. Wawel respects high standards of the food industry applied by the quality certificates such as: ISO9001:2008, BRC, IFS or HACCP.



## COMPANY BRAND STORES

Wawel runs 16 brand Stores all over Poland, as well as one in Germany (Bavaria). They are mainly located in the centres of large cities, such as the Main Market Square in Krakow. The very unique Wawel Store with a summer garden is located at the Royal Castle in Krakow.

## WAWEL FOR FAMILIES FOUNDATION

In 2008 Wawel decided to establish a foundation „Wawel for Families”. The foundation pro publico bono helps families and children in a difficult situation. The mission of Wawel’s foundation is to enable equal opportunities for children and support foster families, as well as children’s homes.



## Stanisław Kalemba, Minister of Agriculture and Rural Development, speaks on Polish products, exports and the challenges faced by Polish agricultural and food products producers.



**STANISŁAW KALEMBA**  
Polish Minister of  
Agriculture and Rural  
Development.

**Polish products are known and highly-estimated all over the world. Apart from quality and often centuries-old tradition, what makes them unique from competitors' products on the market?**

We are the number one apple exporter in the world and Polish apples were among the most successful products. What is important is the constantly increasing export share of dessert apples. This is the result of work done by Professor Szczepan Pieniążek, whose 100th birth anniversary we celebrated in December last year, the Institute of Pomology and Floriculture in Skierniewice, Poland, as well as fruit farmers and food-processing plants. It was he who laid the foundation for modern fruit farming. Polish strawberries, blackcurrants

and American blueberries are worth noting as well. We are the major champignon mushroom producer in the European Union. It has been a tradition that our meat and milk processing products are popular. Our processing plants are among the most modern, which not only guarantees the highest standards of food safety, but also very high quality. As you mentioned, what is also, frequently, important is the centuries-old tradition of making particular delicacies. This, among others, is what makes our smoked hams, sausages or fish so attractive. This is our traditional way of preparing this type of food that makes our products different from others. In many countries, meat or fish are dried, not smoked. In addition, ensuring permanent supplies of products with the same,

unchanging taste and our constant efforts to maintain and increase our presence in a particular market is also important.

**Are we still competitive in terms of price? Are Polish products cheaper than their foreign equivalents?**

Of course, competitive price is one of the factors, but it is not enough. Above all, our products are attractive to consumers, because of their taste qualities. The presence of our fellow countrymen in many EU countries is also a significant feature. Polish food follows our fellow countrymen. On the one hand, it is a response to the needs of this group of consumers, but what also matters is the increasing demand of new consumers, who only now have been given the opportunity to become acquainted with our products. The growing social awareness regarding healthy nutrition is also important. The so called 'Slow Food', which is a return to traditional products and dishes and traditional ways of consumption – in no hurry, slowly and with relish, grows in strength. Poland has very good conditions for developing this kind of production. We preserved not only the traditional character of rural areas but also the traditional character of farm management. As a result, we have no soils degraded by excessive use of chemicals and fertilizers. This is becoming more and more appreciated by more and more consumers. It is also for this reason that Polish food has been so much successful in competitor markets.

### **What was the year 2013 like for Polish food producers?**

This was another record year in international trade for agricultural and food products. The value of sales may reach as much as €19.5 billion, with a positive balance of €5.5 billion. These figures speak for themselves. We have a significant surplus that is exported primarily to the European Union, but also to the whole world. Today, Polish food wins competitions in global markets. 20% of our food leaves Poland, and this means that the workplaces associated with its production are located in our country. This success could only have happened due to the hard work of farmers, food processing plants and exporters, who from the beginning of the changes taking place in Polish rural areas, for nearly a quarter of a century are modernising their farms and processing plants. The changes were particularly intensive in the period immediately prior to our accession to the EU. It is important that these changes are being continued. Therefore, I believe the year that has only just ended was a good year for Polish food producers.

### **What challenges, both domestically and abroad, are Polish producers facing in the agricultural and food sector?**

This year we will be celebrating the tenth anniversary of our accession to the European Union. We must remember that we still have less support than farmers in the former EU 15. We are still learning, and although we very well make use of all EU funds under the mechanisms of the Common Agricultural Policy, we still have a lot to do. First of all, we are still to face the most difficult changes, changes in consciousness. Years of the previous system distorted the idea of working together, the idea of co-operative movement, of which we were one of the pioneers in Europe. The dynamic development of producer groups and co-operative forms of farming with extended vertical and horizontal connection systems are the most important challenges. Just take a look at Danish, German, or French farmers in this regard. Producer groups and cooperatives, local governments and farmer organisations are very strong there, well managed and well organised. If we achieve this level, we will be able to compete even more effectively in increasingly competitive markets.

### **What is your assessment of future Polish export growth rates?**

Our exports in the agricultural and food industry has continued to grow for years. Judging by the results so far, after the record past year, I am confident that this trend will be maintained. It is difficult to say now whether the growth rate will continue at the same level. However, if nothing extraordinary happens, I think that we have every reason to expect that we will maintain the growth rate of Polish agricultural and food product exports at the current level. Price fluctuations must also be taken into account.

## **OUR EXPORTS IN THE AGRICULTURAL AND FOOD INDUSTRY HAS CONTINUED TO GROW FOR YEARS.**

### **How does the MARD support exports of Polish agricultural and food products?**

The primary task of the ministry and its subordinate services is basically, to set conditions for our products to access specific markets. Constantly growing sales requires seeking new customers and new markets. Export diversification is essential. We actively participate in many fairs and exhibition events in the country and throughout the world, where Polish food is presented, including food holding labels of the Discover Great Food program, regional products, organic products, or products registered as Protected Designation of Origin, Protected Geographical Indication and Traditional Guaranteed Delicacy.

### **In retrospect, how do you assess the development of the 'Discover Great Food' program?**

It is a national program of food quality aimed at motivating producers and food-processing plants operating in the European Union to improve the quality of products, and thus to increase the food diversity in Poland and throughout the EU. Thanks to promotional activities the Ministry undertakes that a strong brand of Discover Great Food label is built, which translates into the ability to increase sales of products marked with this label. The advertising campaign focuses on advertising activities in the media, large-format store promotions and large domestic and international fair events in the agricultural and food product industry. It is worth noting that at present 464 agricultural and food products, produced by 88 companies, have the right to use the Discover Great Food label. Due to the fact that the program has operated for years, the consumers now well identify products bearing the label and even seek them. Manufacturers appreciate the importance of the label and try to get it for their products as well. The success of the program is founded primarily in the guarantee of the stability of quality and taste qualities - consumers know that the product they like is always the same.

**Thank you for the interview.  
Maja Świącka**



(left) Marcin Kukliński, Tamara Gomonovych, Aleksandra Grabowska, Julia Zenczenko, Thomas Marczuk, Magdalena Belka, Rafał Perkowski, Joanna Kowalska

## Marcin Kukliński, Export Manager of E. Wedel, speaks on the exceptional Wedel brand sweets, on their exports and plans to increase it in the future and on the world-famous Chocolate Maestro, Janusz Profus.

**Wedel sweets have been with us since 1851. Could you please make the story of the brand more familiar to our readers?**

The history of the Wedel brand was initiated by Karol Wedel, who in 1851 founded the chocolate shop on Miodowa Street. In addition to his talent for creating sweets, he turned out to be an excellent professional in marketing. He considered training for his employees very important, and his son, Emil, was among his students. Soon, Emil became manager of the factory. During his reign, Emil has introduced a number of changes in the factory, daring solutions and investments, through which he was able to develop the product range, retail outlets and increase sales. As they became

increasingly popular, Wedel sweets began to be counterfeited. Then, Emil Wedel decided that each bar of chocolate, which would be manufactured in his factory, would be signed with his personal signature. This has become the company hallmark and is used until today as a logo (having been slightly modified). The family business then had its next heir. After Emil died, the plant was taken over by his son, Jan (John), who focused on the development of the modern forms of management and at the same time continued the traditions of his father and grandfather. The company was growing rapidly, therefore in 1931 the company was moved to Zamoyski Street, to a newly built factory, where it is operates until today. We owe the inception of the unique and cult

brand of the product, Ptasię Mleczko® [Marshmallow] to Jan. During the war, the Germans tried to destroy the factory at Zamoyski Street completely. Although some losses were inevitable, a short time later employees began to return to the factory and rebuild it. However, once Warsaw was liberated, Jan Wedel did not return to his position. Industrial facilities were nationalised and the Wedel brand's name changed to 'July 22nd Confectionery Industry Plant', formerly 'E. Wedel' and became part of a group, which included other confectionery plants, the Wedel family members were removed from the company management. In 1989, the transformation was started, changes came and Polish companies were privatised. At present, the Wedel brand is part of the LOTTE group. Thanks to successful cooperation with the Asian owner, the Wedel brand's, indigenous values may be preserved, rich tradition may be taken care of and the company may focus on products that are famous and have been loved by generations of Poles (including Ptasię Mleczko® [Marshmallow], Wedel Layer Cake or Wedel's Assorted Chocolate Blend.

### **What product range is offered and which of them are export hits?**

Wedel's portfolio is extensive and constantly expanding. It comprises, among others: full chocolate, chocolates with additives, filled chocolates, boxes of chocolates, chocolate bars and wafers, cookies, Wedel Blends, and Ptasia Mleczko® [Marshmallow]. In shops abroad, the most commonly found are Wedel chocolate bars, which are our main export product. In addition, Wedel's foreign bestsellers are: milk chocolate, bitter and strawberry chocolate, Luxury Chocolate, new bars filled with dessert flavours as well as Wedel Layer Cake and Barrels. Ptasia Mleczko® [Marshmallow] is becoming increasingly popular, but we have the biggest sales of this product in ethnic markets and in our eastern neighbouring countries, who are familiar with this delicacy.

### **How important for you are exports? What is the production percentage that is exported to foreign markets?**

Exports are a very important area of activity and we permanently try to strengthen the Wedel company's position in foreign markets. At present, 6% of our products are sold abroad. Our objective is to expand exports to new countries. This is possible due to a strong, highly-motivated team, which is the foundation of this sector. We are committed to making efforts for as many consumers as possible to discover the excellent taste of our products and this is what we are striving for.

### **In which countries are you present?**

Wedel products can most commonly be found in places where a numerous Polish community abroad resides. We export sweets to such markets as the U.S., Canadian, Australian, British or Irish markets. Our products are also present in shops in North Africa, including the Egyptian market and the Algerian market, as well as in such exotic markets like Mongolia, Azerbaijan, Moldova and Georgia. We also cooperate with partners in eastern markets, i.e. Russia, Belarus, Kosovo and Ukraine. Thanks to our investors, the LOTTE company, Wedel products can recently be bought in Japan as well.

### **How are you going to increase your exports in the future? Are you going to focus on new markets, on new products, or by efforts to stabilise your position on the existing ones?**

We see great potential in the sales of Wedel sweets abroad, which may be well proven by a 30 percent growth in exports in recent years. We plan to make our products available in large retail chains; we are now holding talks on cooperation with several operators. We also plan to get kosher certification and Halal, which will allow us to expand exports to new markets. Our sweets have now been appreciated in the international arena, i.e. in the Monde Selection competition or in European Trusted Brand, therefore we are optimistic about the future, believing that there is still a lot to do ahead of us.

### **How do you cope with the economic slowdown, with rising commodity prices?**

Our priority is to provide consumers with the best quality chocolate. We are constantly striving to optimise the production process of our sweets by using modern technology and equipment, so that it is possible to reduce costs maintaining at the same time the highest quality of our products. We also try to compete with our other products by being flexible and adapting the products and packaging to the needs of our foreign customers.

### **Social responsibility is an important part of business for you. Which aspects are the most important ones?**

Corporate social responsibility has been present in Wedel for a long time and its history reaches even the beginning of the Wedel history. Even activities of Jan Wedel, who, due to his active management of social initiatives, is considered to be a pioneer of CSR, might be an example. By spreading values that were close to the founders of the company, the Wedel brand is happy to be committed to different initiatives, being a partner of the Heart for Children Association that supports young people in Warsaw's Praga district. For several years now,

Wedel also donates products for the Great Orchestra of Christmas Charity. In addition, the company focuses on its immediate local environment (Warsaw), in which it is deeply rooted. Workshops where world artists of street-art, along with children, created street paintings that decorate the walls around the Wedel factory were an interesting social project, completed in collaboration with the Cultural Department of the Municipal Office in the Capital City of Warsaw. Wedel is happy to help others and has become part of many important and valuable initiatives.

### **Janusz Profus is a world-renowned Chocolate Maestro who creates Wedel specialties...**

Janusz Profus is our great pride. He is a master in the art of confectionery and E. Wedel Chocolate Maestro and for about 10 years he runs Wedel Studio of Delicacies. Handmade pralines and chocolate products that often deserve to be called works of art are created here. His major works, created together with a team of Wedel confectioners include, among others, Snowflake (500 kg of chocolate), National Stadium - 385 kg of chocolate, or an eagle made of half a ton of chocolate. The most recent work of Janusz Profus that Warsaw residents were delighted with, was the shop window located in the E. Wedel Factory. It was formed with 850 kg Wedel chocolate. Its largest component is the 2 meters and 60 centimetres high Christmas tree. It weighs 380 kg. Janusz Profus has the final say in testing flavours of Wedel products and developing new recipes. He is also the author of many interesting recipes based on the unique flavour of Wedel chocolate. Sweets created under his watchful eye at the Laboratory of Delicacies can be bought in E. Wedel Chocolate Lounges throughout Poland. Janusz Profus participates in numerous industry events and competitions. He has many successes including 1st place in the Polish Championships of Confectioners and 3rd place in the World Championships of Confectioners.

**Thank you for the conversation.  
Maja Świącka**



# Robert Jutka, Sales Manager of Bogutti Ltd., speaks on the sweets market, the past year and plans for 2014.

**What are your plans for 2014?**

Manufacturers of sweets operate in a highly competitive market, and our products are not articles of prime necessity. Consumers' purchases are often driven by the latest trends. In addition, consumers expect the products to be permanently upgraded, with the introduction of new flavours and variants. Therefore, we have prepared more novelties for 2014. The new offer will take into account market trends, health-improving activities and preference for natural flavours. We will offer several products for diabetics as well.

We are very well prepared for export activities. Our offer designed for foreign markets is differentiated and the products have been adapted in terms of quality to individual markets. To tell the truth, they are very popular in many foreign markets. Year 2014 is a time of strong expansion in new export markets.

**What would be your assessment of the Polish sweets market? How do we fare in comparison with other players in the international market?**

The consumption level of sweets in Poland is increasing; however, when compared with other countries, it is still low. A two year comparison study made by AC Nielsen indicates that during this period, the praline and chocolate markets' growth rate was the most rapid, while the sales of cakes and candies was growing a little slower. Two extreme categories - private label and the luxury product segment (premium) are developing most rapidly, which is not insignificant for the international market. Polish manufacturers offer more and more products in terms of quality; they are reaching out to richer and richer markets. I believe that nowadays we are an equal competitor when compared to producers in Western Europe, so much so in terms of quality, aesthetics, packaging as in terms of price.



**ROBERT JUTKA**

Sales Manager  
Bogutti Ltd.

**What was the past 2013 like for your company? What were the most important moments?**

Year 2013 was months of fascinating and hard-working days, which on the one hand stabilised Bogutti Ltd's. position, and on the other opened up new opportunities for development, which - I hope - will pay off in the near future. We put a new production floor as well as staff and office facilities into operation. Modern production and packaging lines allowed to introduce dozens of innovative pro-

ducts. Our new brands are: Choco-Gutti, Twe-eTT, La Gustosa Crema and Choco-Fit. What was an important event in the past year was the introduction - to ensure the safety of our customers - of BRC and IFS quality systems. This made signing good contracts in the private brand easier. We also managed to form a strong core of the company and overcome a lot of adversities. Today, we can be optimistic as far as the upcoming future is concerned and be confident that the projects we consistently implement will be successful.

**Tell us about the Bogutti portfolio.**

At Bogutti Ltd. everyone will find his favourite flavours. We offer both traditional, home-based recipe (Butter Cookies) cookies, ChocoFit oat flakes cookies with nuts and nuts and dried fruit as well as Premium cookies:

La Gustosa Crema Italian-style cakes filled with velvet cream, Choco Gutti shortbread biscuits with chocolate drops, and TweeTT two-coloured cookies. We are also a manufacturer of the traditional Polish fudge, well-acclaimed in the international market. Our offer comprises

three types of fudge: MILK, COCA and BUTTER fudges. Welcome to tasting them during the ISM Fair.

**Thank you for the interview.**

**Tomasz Panczyk**

advertisement



The advertisement features a close-up of a woman's face with her eyes closed, looking serene. In the foreground, there are several cookies: a round one with a white filling, a rectangular one with a chocolate filling, and a round one with a nut filling. The background is a warm, reddish-brown color.

**La Gustosa Crema**

*Tweett*

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# "Bałtyk" Confectionery Industry

"Bałtyk" Confectionery Industry Limited Company is a company with a 90 year tradition in manufacturing sweets. Throughout its history, the company has developed recipes of high quality and with a variety of flavours, which has become the hallmark of the company. Ever since, it was chocolate that reigned in the wide range of Bałtyk's products. It has been highly-estimated by consumers for its excellent taste qualities.

Previously, production was concentrated in three production facilities. Each of them was specialised in manufacturing a different kind of product range, from manufacturing chocolate and chocolate products and the related cocoa bean processing, through to multi-flavour jellies, brittle blocks, different types of halva, sesame snaps, and to the hard and filled caramel candies, as well as lollipops.

Through the years of its activity, the company has manufactured a wide range of products, so it has gained enormous experience.

At present, the Bałtyk Company is part of the Bomilla Group, a company located in Włocławek, Poland, which in 2005 purchased Bałtyk Company from the world famous Fazer. Nowadays, it is a modern company that carries on its eminent tradition. It has a well-equipped factory and experienced staff that is committed to the production of high quality products.

**Bomilla Group** owns three production facilities, two of them in Włocławek, Poland, and one of them in Gdańsk, Poland. In total, we can produce about 15000 tons per year. The combined offer of the Bałtyk Company and Bomilla comprises a wide range of products such as caramels, lollipops, dragees, covered candies, chocolate creams, different types of hard and filled chocolate, chocolate candies, candies filled with liqueur, jellies as well as chocolate-covered toffee.

At the end of 2013, we implemented an investment which allowed to broaden our range of products with single twist pralines.

The new Tesori Pralines are available in four unique flavours: Latte, Coconut, Advocat, and Cherry. They were very well-acclaimed. In addition,

we recently introduced to the market a new box of chocolate which contains chocolates filled with a Cranberry – Flavoured Liqueur. This box of chocolate comprises 12 little bottles filled with cranberry-flavoured liqueur.

Not only Polish consumer palates may enjoy products of the Bałtyk Company, but also foreign ones. You can enjoy them in countries, where our sweets are exported.

Bomilla-Bałtyk Group may consider 2013 as a very successful year. We increased sales in both the domestic and foreign markets. We managed to acquire several, very good contracts for the production of private brands. You might even say that the growth rate of exports to some extent was a surprise for us. We recorded a double-digit increase in turnover, which was largely achieved by exports.

**Having implemented new product ranges this year, we hope to further increase our sales turnover.**





# Tesori

New



LATTE

COCONUT

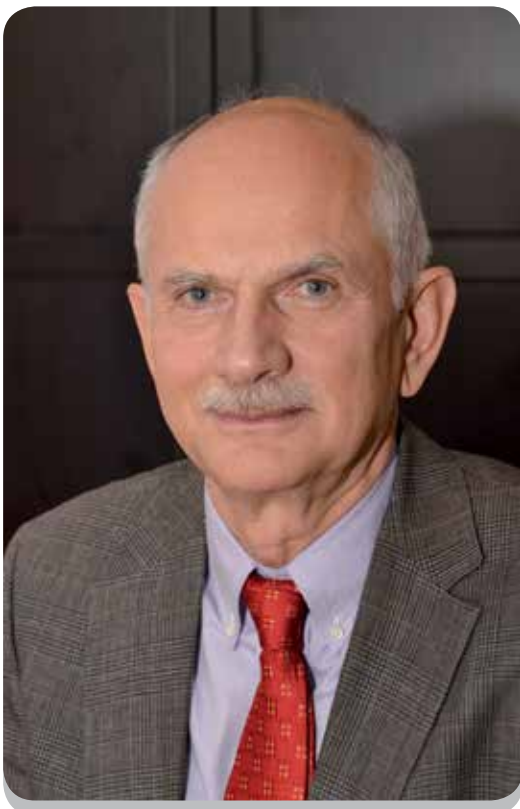
CHERRY



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### Market Summary by President of POLBISCO – Polish Association of Manufacturers of Chocolate and Confectionary Products.

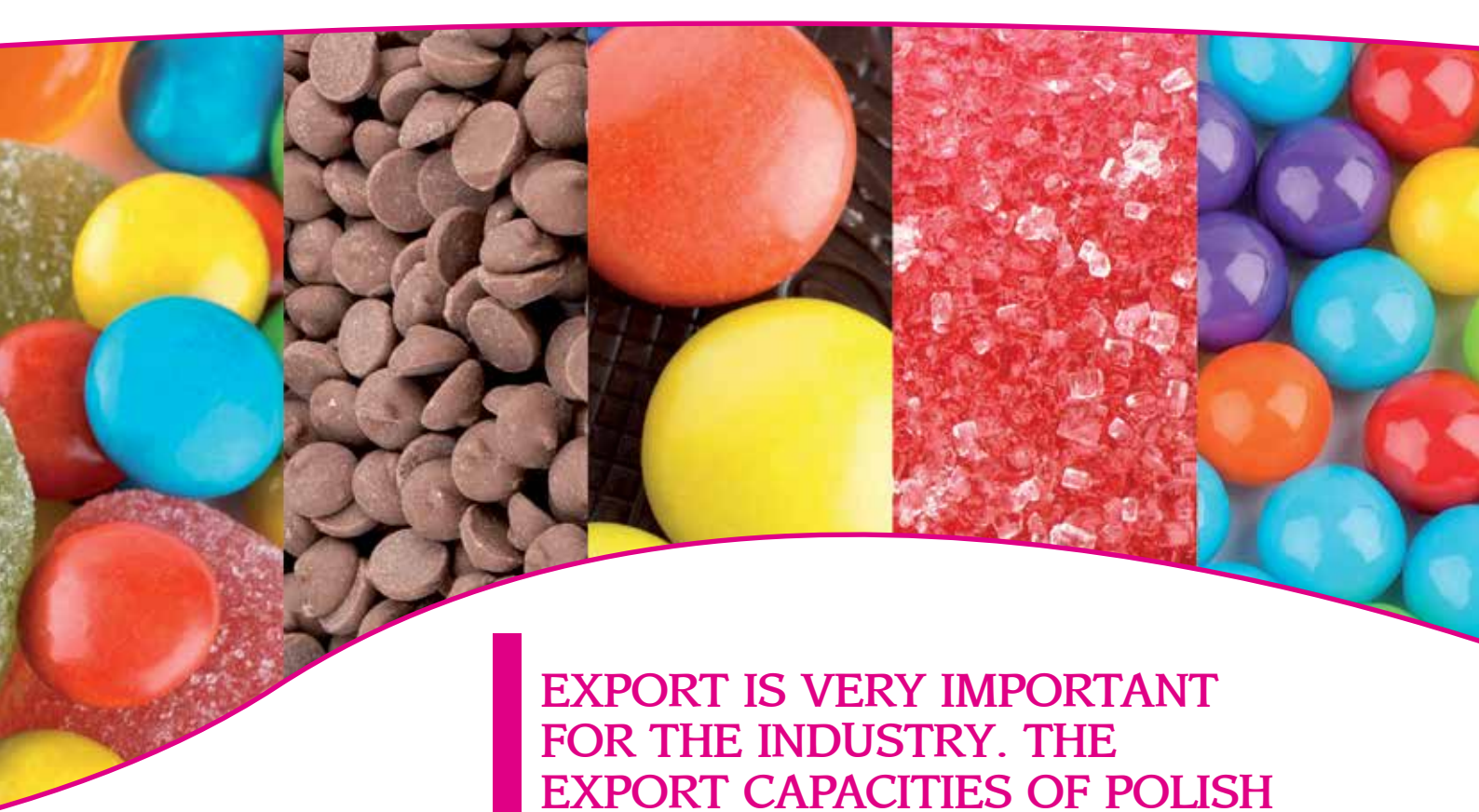


**POLBISCO**

**MAREK PRZEŹDZIAK**

President  
of POLBISCO

Year 2013 was quite difficult for our industry. It was, among others, caused by the difficult situation affecting the whole raw materials market. Sugar prices in the EU have been, and still are, significantly higher (from €720 per ton) than on the global markets (around €400 per ton). Cocoa butter prices increased; they have increased from \$4000 to \$7000 per ton. Dairy raw material prices were also high. These conditions on the one hand are a reason why the producers were faced with high production costs, and on the other hand with strong pressure from consumers and traders to keep the price levels. With the low profitability ratios in our business it is extremely difficult. For many producers (especially small and medium-sized businesses), any information on decreasing prices of raw materials means that they will be able to remain in the market. Therefore, in 2013, the industry was happy to receive information on the liquidation of production quotas for sugar from 2017.



## EXPORT IS VERY IMPORTANT FOR THE INDUSTRY. THE EXPORT CAPACITIES OF POLISH PRODUCERS ARE ENORMOUS.

**POLBISCO** – the Polish Association of Manufacturers of Chocolate and Confectionary Products, is the largest industry organization in Poland, which brings together the majority of companies, leading to one of the fastest growing segments of the food market in Poland. POLBISCO was founded in 1996.

Administrative barriers have a high impact on companies' performance. High costs are also generated by frequent changes in legal regulations. In the near future, entrepreneurs will be faced with a very expensive operation, changing labels, so as to adapt to the new labelling regulations on providing information to consumers about the food they buy. It will become effective from December 2014.

We are also concerned about being faced with statutory proposals to divide food into 'the good ones' and 'the bad ones', which is totally contrary to the opinions of the European Food Safety Authority and scientific authorities in food and nutrition safety. All experts are unanimous in maintaining that the key issue is not the individual products, but an unbalanced diet and a lack of public education in this area as well as insufficient exercising. Our actions should be focused on raising public awareness about the role of rational nutrition as well as exercising and keeping fit, so as to keep a healthy body weight and a healthy condition that makes you feel good.

However, despite the difficult economic situation and the economic slowdown, permanent, but small increases in the confectionery market have been experienced. Forecasts for the coming years are quite optimistic, because we assume that the upward trend is expected to be maintained anyway. In terms of sales volume, it will probably be small; on average, in the

whole market, it is estimated as 1-2%, while in terms of value, the market may increase by about 5-7%.

Export is very important for the industry. The export capacities of Polish producers are enormous. Even now Polish sweets are exported to more than 60 countries around the world, and the value of the export is around €1 billion, which is more than PLN4 billion per year.

Year by year this value increases, in 2013 the value of exports in relation to previous years is also expected to increase. Chocolate products have the largest share in the export of sweets both in terms of volume and in terms of value. It should be noted that in recent years, as far as Polish exports of processed food products are concerned, chocolate products and confectionery products took first place in terms of value.

However, such good export turnovers does not mean that export in the industry should not be supported. Although the results are very good, in order to grow, export must be effectively supported. This would allow its considerable increase, especially as our industry has a huge potential for production, and consequently it has potential for export. Export promotion is worth investing in, because according to the latest global forecasts, in terms of value, the global market for chocolate and confectionery products is expected to increase by 2% per year (which gives \$2 billion per year).

# Discover Polish Sweets

8 kg – this is how much sweets an average Pole consumes within a year. More than €2 billion – this is the value of the Polish confectionery market. Almost half of this value is export. Even now, Polish sweets are exported to more than 60 countries worldwide.

The value of exports is approximately €1 billion per year, which is more than PLN4 billion. As many as 70% of exports are sweets exported to the European Union countries - mainly to Germany and to the UK. Companies, more and more often, choose to expand their export markets to include exotic markets, such as Australia.

### **STRONG COMPETITION IS A MOTIVATOR**

But how does the sweets market look like in Poland? This is a fragmented and difficult market. We have many manufacturers, so there is growing competition. Over the recent years, there have been constant changes - larger companies take over the famous brands and invest in factories, because the competition is very strong, and the market is continuously growing. With such a huge product range, customers become very demanding and expect high quality at a good price. Standards

are set high, but the competition, if interpreted in a positive way, is a motivation to action and continuous improvement. On the one hand, the industry is consolidating because by joining forces, small producers may be rescued, but on the other hand, many companies are trying to compete alone, watching market demand carefully and responding to it.

The Polish sweets market comprises the following segments - chocolate products, cookies and wafers as well as candies and lollipops. Chocolate products are the most popular sweets among Polish consumers. Impulse products - candy bars and wafers are the biggest chocolate category. Bars of chocolate remain the second largest chocolate category. The Poles also enjoy cookies and wafers - in the past year this product group grew most rapidly. Within this product group, impulse wafers without chocolate, round biscuits with chocolate cream filling and biscuits were the best growing segments. On the other hand,

candies and lollipops noted a decline whereas, in contrast, jellies experienced a surge.

### **CONSUMER PREFERENCES**

According to the survey made by TGI Millward Brown SMG/KRC, in the period October 2012 - September 2013, 81.2% of Poles declared that they consume chocolate bars. Among the most commonly consumed chocolate brands, the first place with a score of 37.14% was taken by Wedel. The second place was taken by Milka (22.26%), the third place by Alpen Gold (21, 26%), the fourth by Wawel (10.53%). Further brands specified by respondents are Goplana, Nussbeiser, Terravita, Kinder Chocolate, Nestle, Lindt, Côte d'Or, Baron, Ritter Sport, Mauxion and Toblerone.

56.5% of respondents declared consuming wafers covered with chocolate. Grześki received most, i.e. 33.17% of the votes. The second place in this category was taken

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## POLISH SWEETS

by Prince Polo wafers (28.51%); the third place was taken by Princesa (19.45%). Further places were taken by Góralki with a score of 12.29%, Kinder Bueno, Knoppers, Kit-Kat, and other brands.

64.6% of Poles declared consuming pre-packed cookies. From among the most frequently consumed brands, respondents mention Delicje Szampańskie – LU (18.42%), Wafle Familijne - Jutrzenka (11.8%), Jeżyki - Jutrzenka (8.97%), Pieguski (7.97%), biscuits with jelly covered with chocolate - Wedel (6.74%), Pierniczki Alpejskie - Wedel (6.78%). Further places, with results below 5%, were taken by, among others, Łakotki – SAN, Toruńskie Pierniczki – Kopernik, Pryncypałki - Dr. Gerard, Kokosowe – Krakuski, Petitki – LU, Deserowe – Krakuski, Gingerbread covered with chocolate – Bahlsen.

58.9% of Poles interviewed declared consuming candy bars. Snickers bar, with a score of 25.6%, is the leader. Mars scored 13.04% of the votes, Pawelek scored 12.19%, Twix scored 11.19%, Lion scored 10.88%, 3 Bit scored 10%. From among the bars, respondents selected Bounty, Milky Way, Bajeczny, Kinder Mleczna Kanapka, Danusia, Maciek, and other brands.

Pre-packed chocolate products (assorted, boxes of chocolates) were bought by a little more than 50% of Polish respondents. Ptasię Mleczko - Wedel is mentioned as

among the most often purchased brand, 27.44%. Further positions were taken by Mieszanka Wedlowska, Raffaello - Ferrero, Toffifee, Merci, Alpejskie Mleczko - Milka, Kinder Surprise - A chocolate egg with a surprise - Ferrero, Michałki zamkowe - Wawel, Krakow blend - Wawel, Michałki of Hanka, Michaszki - Mieszko, Plums covered with chocolate – Goplana, and other brands.

Both Polish and foreign consumers appreciate Polish tradition as part of these sweets. High quality production, modern factories and a wide range of typically Polish products are assets of this sector. In recent years, despite the crisis, Poles do not save on sweets. At the same time, manufacturers are alluring consumers with even better traditional flavours, as well as new products that are quickly welcomed by Polish sweet lovers.

### SWEETS WITH A TRADITION

Sweets have been humans' beloved treat for already four thousand years. The first pleasures came from nuts and fruit dipped in honey. In the times before humans invented sugar, their dolce vita was provided by honey or Carob tree beans (St John's bread). People in India loved bananas cooked in milk. And what is the history of the confectionery industry in Poland? Here are the most important dates and selected confectionery manufacturers in Poland.

In 1851 Karol **Wedel** founded his first factory in Warsaw on Miodowa Street. Wedel's products immediately won the hearts of the inhabitants of Warsaw. In 1862, Karol handed over the factory to his son Emil, who with his bold investments expanded the family business. He expanded the range and coverage of the sales of Wedel delicacies, and also opened a retail chain of company shops. In 1934 the company was passed on to Emil's son - Jan Wedel, who built a new factory in Warsaw's Praga District. Two years later, Wedel sweets were known outside the country, for example in Paris, London, and even North America, and Japan. In 1936 the world



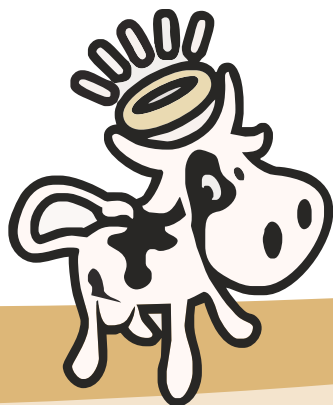
photo | Bogutti

famous Wedel Chocolate Covered Marshmallows (Ptasię Mleczko) was created. Since 1999 the company has been within the structural organisation of the global confectionery company Cadbury. Since 2010, Wedel has been part of The LOTTE Group - one of the strongest global sweets companies. It is also worth noting that some of the recipes used by Karol Wedel are still used to create chocolate.

**Wawel SA** is one of the most renowned chocolatier companies on the territory of Poland. The company prides its traditions which reach back to the beginnings the 20th century. Year 1910 witnessed the establishment of the Factory of Sugars and Chocolate founded by Adam Piasecki. In the post World War II era as the result of the merger of factories of A. Piasecki and Suchard&Pischinger, Wawel gained additional experience in the manufacturing of chocolate as well as support in the form of heritage of great confectioners. In 1998 the company had its debut at the Warsaw Stock Exchange. In 2006 the company of Wawel, in the city of Dobczyce near Kraków, completed an investment aimed at the construction of a modern factory equipped with technological lines featuring latest achievements of manufacturing technologies within the field of its operation which meets the requirements imposed



photo | Bogutti



# Original Polish Cream Fudge

from Opole Lubelskie

## KING fudge

"Fudge" is one of the oldest and the most recognizable Polish sweets. The tradition of their production in Opole Lubelskie reaches the beginning of 50s last century. Our fudge is still produced according to old recipes and based on high quality milk, cream, sugar and glucose syrup. Obtaining amazing taste and distinctive "tear-drop" inside a sweet requires many time-consuming actions like: cooking the milk mass, hand-cutting and wrapping, all according to strict technological and sanitary rules. The company documented and implemented HACCP, BRC and IFS systems. "Polish Association of People with celiac disease and gluten-free diet" allowed us to use their sign of gluten-free food.

We offer following taste of our fudge: cream, cocoa, sesame seed, coconut and raisins. They are available as cut and wrapped fudge manually, cut and wrapped fudge mechanically, Mega-bars - Fudge, Mass for wafers, cakes and desserts. In addition we offer: hand-made fudge wrapped with papers with individual projects (company logo, wedding sweets, anniversary, etc.).

Our fudge advertising sweets are widely recognized, because of their taste and design, which are able to meet the expectations of every customer. In recent years, our sweets represented Office of the President of Poland, ministries, offices of many cities, companies, universities, schools, sports clubs, pharmacy chains, shopping malls, hotels, restaurants, cafes, etc...



"Geomax" Misztal - Stateczny Sp. J.  
ul. Przemysłowa 16, 24-300 Opole Lubelskie, Poland  
office@cream-fudge.com, tel.fax +48 81 827 60 44

[www.cream-fudge.com](http://www.cream-fudge.com)





photo | Bogutti

by all applicable quality standards. Apart from sweets manufactured based upon the provisions of traditional recipes Wawel continues to broaden its commercial offer with new products. The highest quality of its products Wawel owes to its classic recipes encompassed with the careful protection of company confidentiality as well as to the carefully selected ingredients and high quality of resources. The modern manufacturing plant undergoes scrupulous control and verification procedures. The company of Wawel observes rigorist standards applicable within the food industry. The guarantor of the aforementioned quality is constituted by unquestionable certificates such as for instance ISO 9001:2008, BRC, IFS or HACCP. Wawel runs 16 company brand stores all over Poland. The exceptional Wawel store with hot chocolate parlour and a summer garden is also located within the unique location of the square of the Royal Castle at the Wawel Hill. What is interesting the stores are located in central locations of large cities such as for instance Krakowskie Przedmieście in Warsaw or the Main Square in Cracow.

Following the careful analysis of the social situation in 2008 Wawel decided to bring to life a Foundation under the name of Wawel for Families. The foundation executes activity of public benefit character within the scope of helping families and children, who found themselves in a difficult situation. Foundation mission is to enable equal start to the future therefore what was established was

the programme aimed at the levelling of chances and helping children from foster homes as well as replacement families.

**ZPC Mieszko S.A.** [Mieszko Confectionery Plant JSC], the start-up of the company, more than half a century ago, is a continuation of the confectionery industry tradition of Slazak and Raciborzanka confectionery plants. Since its inception, the company specializes in manufacturing chocolate products and caramel candies, while the acquisition of Spoldzielnia Walter [Walter Cooperative] in 2000 enabled the company to extend their offer with pastry products. The base of the company was extended with a manufacturing facility in Warsaw. Year 2011 was a breakthrough year for the company, when Mieszko finalized the acquisition of the Lithuanian company TB Investica, becoming the owner of Vilniaus Pergale. In July 2011 the company, already as Mieszko Group, signed an agreement to purchase the Lider Artur company, enabling entry into a new market category comprising of, among others, shortbread, sandwich cookies, gingerbread, or crackers. Continuous improvement of the quality management system applied in accordance with international standards is a guarantee of the quality policy. These activities aim at continuously increasing customer satisfaction with Mieszko products. The best-known Mieszko brands include: Zozole, Gumini, Amoretta, Chocolororro, Cherrissimo, Amadoro, La Stella.

The beginnings of today's **Colian Group** dates back to 1918, when fabryka Cukrow i Czekolady Lukullus [The Lucullus

Sugar and Chocolate Factory] was established. In the twenties, the company already owned a retail chain of company shops in Pomerania. In 1922 the Tysler Brothers' Factory was established. Factories that were devastated during the war were taken over by the state in 1945, and the plant at Warminski Street in Bydgoszcz, Poland, adopted the name Jutrzenka [Aurora] that functions up to the present. Four years later Pomorskie Zjednoczone Fabryki Cukrow i Czekolady [The United Pomerania Sugar and Chocolate Factories] were established that connected the two factories, in 1951 the company was named Zaklady Przemyslu Cukierniczego Jutrzenka [Aurora Confectionery Plant]. In this story, Bydgoszcz Jutrzenka [Aurora] and Torun Kopernik [Copernicus] joined and separated, until finally in 1993 they formed Przedsiębiorstwo Cukiernicze Jutrzenka S.A. [The Aurora Confectionery Company JSC]. In 2004, Jutrzenka bought the Polish Goplana brand from Nestle and a factory in Poznan, Poland, and a year later it began working closely with Kaliszanka – The Grzeski wafer manufacturer. Following the new trends and continuous introduction of product innovation allows the company to be an important player in the global market. Since joining the European Union in 2004, the company has taken several actions to build a distribution network and increased sales on the EU market and make the most of every opportunity to access new sources of raw materials.

In 1952, in Lublin, Poland, Firma Cukiernicza **Solidarność** [The Solidarity Confectionery Company] was founded, which in the early sixties has developed the world-famous Sliwka Naleczowska [Naleczow Plum] – the pride of the manufacturer. In 1994, Firma Cukiernicza Solidarność has launched chocolates with hazelnut cream - Golden Hazelnut. The greatest asset of the company is the quality of its products, which was achieved thanks to modern production technologies and their own recipes. In 2003, the company has invested in modern production lines and built a new hall. In the same year,

it launched one of the most modern, in Europe, production lines for boxes of chocolates and pralines with liquid liqueur and chocolates with cherry liqueur. Currently, the excellent products of Firma Cukiernicza Solidarność are present in markets around the world. Firma Cukiernicza Solidarność belongs to Colian Group.

The **Millano** Company has been on the market for over a quarter of a century, since it started its business, based in Przemierowo, Poland, in 1982. Ten years later the company opened a production hall for shaping chocolate bars. In 1996 Millano set in motion one of the most modern production lines for chocolate mass and covertures in the country - numerically controlled, and can produce 100 tons of mass per day. The year 2000 was a breakthrough year - Millano becomes co-owner of the Pomorzanka Slupsk Company, thereby extending its offer with a wide range of products: hard candies, jelly products and chocolate-covered products. Another important date is 2006, when one of the most modern manufacturing facilities in the confectionery industry was commissioned, which meets the highest international standards in production and work safety. At the same time the machine fleet was extended with production lines of the latest generation and packaging machines. During this time, combining tradition with acquired experience and modern technology, the company created Baron Excellent brands, thanks to which it became an important participant in the market for chocolate products.

The origins of the company **Dr. Gerard** date back to 1993 when a private production plant was established in the town of Lipiny Stare, Poland. Initially, only four types of short-pastry tarts and small, round gingerbread were included in a modest offer. Under favourable conditions of the market economy, the company has developed fast. Already in the first year of operation, having a semi-automated line, it launched the sale of approximately 50 types of new cookies, and is still greatly successful and very popular among consumers. In 1999



photo | Chojecki

the company began an intensive process of modernization. At present the company has a fully automated production line, and the production range includes over 200 items. The production of cookies and chocolate products whose perfect quality is the result of combining traditional production methods of sweet products with advanced technology, available today, is the basis of the Dr. Gerard company business. The best-known brands include: PryncyPalki, Kremisie, Mafijne, Pasja, Jaski, Maltikeks.

The **"Chojecki"** company was founded in 1979 by Maria Chojecki and Janusz Chojecki in Skierniewice, Poland. From the beginning high quality products were a priority for the company. To obtain this, recipes were improved, semi-finished products were carefully selected and improvements to production methods have been introduced. Customers appreciate the passion of the owners and the exceptional attention to quality. The "Chojecki" brand quickly gained a good reputation and a leading position in the local market. As a result of continuous development, more than 30 years of experience and improvements, the company has evolved from a small confectionery company into a large food company, producing shortbread, gingerbread, sponge fingers and biscuits, present on the Polish market and on more than 40 foreign markets, located in 6 continents.

Zakłady Produkcji Cukierniczej **VOBRO** [VOBRO Confectionery Manufacturing Plant] has been functioning in Brodnica for more than 20 years. The area is Pojezierze Brod-

nickie [Brodnica Lake District] – an ecologically clean area. Since its inception, it has only Polish capital. The main VOBRO products are, boxes of chocolates, cakes and candies, and are known throughout Poland as well as in many European countries - in fact one third of its production is exported. The experience of the crew as well as equipment and technologies worthy of the twenty-first century and the selection of the best raw materials ensure VOBRO the highest standards of quality.

**"Bałtyk"** Confectionery Industry is a large home limited company. It is the largest company in Pomerania, producing chocolate products and semi-finished confectionery. All chocolate products are based on its own chocolate masses. Production is concentrated in two manufacturing facilities located in Gdansk-Oliwa. Establishments have a rich technology infrastructure and extensive machinery. The main elements are the factory for the production line of chocolate products and a line of products coated by chocolate. The most recent history of the company has started in 2005, when the "Bałtyk" became part of the holding company PPHU "Bomilla" Limited from Włocławek, and began to develop in accordance with one vision, common to both companies. The mission of the organization is: "Friendly working environment, ethical home business, close cooperation and continuous development of the retail partners and focus on the implementation of the customer's needs by providing high-quality product, giving joy of consumption."

**Monika Dawiec**

## Likworki gdańskie

Discover the treasure of "Baltic sea" – unique candies with liquid alcohol filling hidden under delicate sugar shell and smooth layer of delicious chocolate in three popular flavors: Brandy, Cranberries and Bison Grass. Manufactured with 90 year tradition in ZPC Bałtyk Sp. z o.o. in Gdańsk.

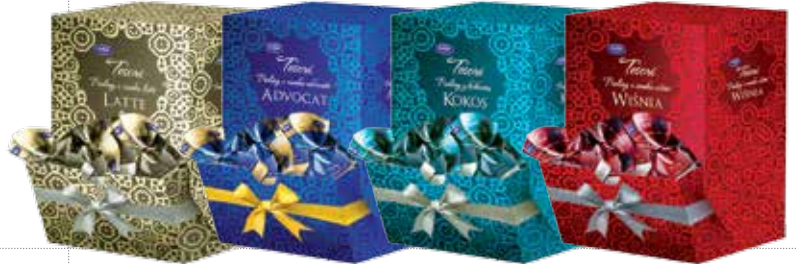
[www.ZPCBALTYK.pl](http://www.ZPCBALTYK.pl)



## Tesori pralines with 4 different filling flavours

Delicious pralines filled with four unique fillings: Latte – aromatic coffee flavoured filling surrounded with delicious milk chocolate, Kokos – delicate coconut interior hidden under delicious milk chocolate, Wiśnia – unique combination of cherry and chocolate filling covered with smooth dark chocolate, Advocat – delicious filling with advocate flavour under delicate dark chocolate cover.

[www.ZPCBALTYK.pl](http://www.ZPCBALTYK.pl)



## Filled chocolate bars 150-154 g

Unforgettable combination of smooth chocolate taste and sweet delicious filling in seven different flavors Marzipan, Mint, Strawberry, Whisky and Coffee, Amaretto, Advocato and Malibo.

[www.ZPCBALTYK.pl](http://www.ZPCBALTYK.pl)



## La Crema

Crunchy biscuits with cream filling flavours: chocolate, nut, macchiato, coconut, lemon, advokat.

[www.CHOJECKI.pl](http://www.CHOJECKI.pl)



## Słomka ptysiowa / Puff Straw

Small sweet snack which you can eat with coffee or tea. Perfect as independent sweets, however, are sometimes eaten in interesting manner, previously dip in tea or coffee. Thanks to dipping straw literally for a second, it rapidly absorbs aroma of the drink.

[www.BRZESC.pl](http://www.BRZESC.pl)



## Groszek ptysiowy / Puff Pastry Croutons

Small balls of puff pastry croutons are ingredients of many tasty soups and creams. Croutons make that soups and creams obtain thicker consistency and their eating is even more pleasurable, not only as a result of flavor qualities. They are used, among others, to such soups as onion soup and tomato soup as well as creams, e.g. from broccoli.

[www.BRZESC.pl](http://www.BRZESC.pl)



### Choco GuTTi 160 g

Crunchy cookies, delicate and chocolate at the same time, it promises maximum satisfaction and long leave of original chocolate, hazelnut or orange taste!

[www.BOGUTTI.com](http://www.BOGUTTI.com)



### Tweett 150 g

In two-tone crunchy cookies you will find rich, velvety cream. We promise you nice taste experience and no messy fingers! Bogutti Ltd offer you chocolate, hazelnut, coconut and macchiato taste.

[www.BOGUTTI.com](http://www.BOGUTTI.com)



### La Gustosa Crema 150 g

Inside every cookies you'll discover a sweet surprise of liquid velvety cream!

[www.BOGUTTI.com](http://www.BOGUTTI.com)



### Choco- Fit 135 g

Nice taste experience for breakfast and for coffee break. Nutritional cookies with oat & cornflakes in three kinds: chocolate chips and cranberry, chocolate chips and hazelnut, dark chocolate and orange peel.

[www.BOGUTTI.com](http://www.BOGUTTI.com)



### Sweet and cute for everyone



Cherry Sweet



Advocat Dream



Caramel Dream



Vanilla Dream



Nuts Gold



Cherry Dream



Nut Dream



Cherry Elegance

[www.MAGNAT.com.pl](http://www.MAGNAT.com.pl)

# POLISH PRODUCTS

## King Fudge 350 g

Classic fudge based on high quality milk, cream, sugar and glucose syrup.

[www.CREAM-FUDGE.com](http://www.CREAM-FUDGE.com)



## Mass of Fudge 800 g

Delicious mass perfect for homemade cakes, wafers or simply sandwiches.

[www.CREAM-FUDGE.com](http://www.CREAM-FUDGE.com)



## Wafers 200 g

Flavored crispy wafers. Available in popular flavors: toffee, vanilla, choco, eggnog and strawberry.

[www.CREAM-FUDGE.com](http://www.CREAM-FUDGE.com)



## MEGA BAR 40 g

Delicious fudge bars. Available as milky and cocoa bars.

[www.CREAM-FUDGE.com](http://www.CREAM-FUDGE.com)



## Cherry Charm Red

[www.MAGNAT.com.pl](http://www.MAGNAT.com.pl)



## My Sweet Cherry

[www.MAGNAT.com.pl](http://www.MAGNAT.com.pl)





# ORGANIZER OF INTERNATIONAL FAIR LEADER OF FAIR SERVICES

## FOOD FAIRS 2014

FOODEX JAPAN	JAPAN	TOKIO	4 – 7 March
FOOD, HOTEL & TOURISM	INDONESIA	BALI	6 – 8 March
INGREDIENTS RUSSIA	RUSSIA	MOSCOW	18 – 21 March
FOOD & DRINK EXPO	UK	BIRMINGHAM	24 – 26 March
INTERNATIONAL PRIVATE LABEL SHOW	RUSSIA	MOSCOW	26 – 27 March
PRIVATE LABEL INDIA	INDIA	MUMBAI	26 – 28 March
SIAL CANADA	CANADA	MONTREAL	2 – 4 April
WORLDFOOD	UZBEKISTAN	TASHKENT	2 – 4 April
PRIVATE LABEL MDD EXPO	FRANCE	PARIS	8 – 9 April
FOOD & HOTEL	ASIA	SINGAPORE	8 – 11 April
WINE & SPIRITS	ASIA	SINGAPORE	8 – 11 April
FOOD EXPO	UKRAINA	KIEV	9 – 11 April
NATURAL AND ORGANIC PRODUCTS EUROPE	UK	LONDON	13 – 14 April
DJAZAGRO	ALGERIA	ALGIER	28 April – 1 May
SEOUL FOOD & HOTEL	KOREA	SEOUL	13 – 16 May
SIAL CHINA	CHINA	SZANGHAJ	13 – 15 May
AGRICULTURAL FAIR	SERBIA	NOVI SAD	20 – 26 May
PLMA'S WORLD OF PRIVATE LABEL	NETHERLAND	AMSTERDAM	20 – 21 May
SWEET & SNACK EXPO	USA	CHICAGO	20 – 22 May
THAIFEX	THAILAND	BANGKOK	21 – 25 May
WORLD OF SEAFOOD	THAILAND	BANGKOK	21 – 25 May
WORLD OF COFFEE & TEA	THAILAND	BANGKOK	21 – 25 May
WORLD OF FOOD SERVICE	THAILAND	BANGKOK	21 – 25 May
WORLD FOOD/INGREDIENTS	AZERBAIJAN	BAKU	22 – 24 May
ALIMENTARIA MEXICO	MEXICO	MEXICO	3 – 5 June
BELAGRO	BELARUS	MINSK	3 – 8 June
SIAL ASEAN	PHILIPPINES	MANILA	11 – 13 June
FOOD & HOTEL MYANMAR	MYANMAR	YANGON	18 – 20 June
AFRICA BIG SEVEN	RPA	JOHANNESBURG	22 – 24 June
SUMMER FANCY FOOD SHOW	USA	NEW YORK	29 June – 1 July

WINNER



CATEGORY  
**THE BEST FAIR  
TRADES ORGANISATOR  
ABROAD**



**HALL: 11.1, STAND: A029**



**WAWEL SA**

W. Warnencyzka Street 14  
30-520 Cracow, Poland  
Phone/Fax: (+48) 12 254 21 10  
[export@wawel.com.pl](mailto:export@wawel.com.pl)  
[www.wawel.com.pl](http://www.wawel.com.pl)

Wawel SA is one of the most renowned chocolatier companies on the territory of Poland. The highest quality of its products Wawel owes to its classic recipes encompassed with the careful protection of company confidentiality as well as to the carefully selected ingredients and high quality of resources. The company of Wawel observes rigorous standards applicable within the food industry. The guarantor of the aforementioned quality is constituted by unquestionable certificates such as for instance ISO 9001:2008, BRC, IFS or HACCP. Wawel brands include famous chocolates products - Malaga, Tiki-Taki, Kasztanki, Michałki, pralines, candies in chocolate, Mieszanka Krakowska, bars, caramels, cream fudge (Krówka), fruits in chocolate and products without sugar.

**HALL: 2.2, STAND: C041**



**ZPC BAŁTYK**

Droszynskiego Street 8/11  
80-381 Gdansk, Poland  
Phone/Fax: (+48) 58 51 18 000  
[bałtyk@zpcbałtyk.pl](mailto:bałtyk@zpcbałtyk.pl)  
[www.zpcbałtyk.pl](http://www.zpcbałtyk.pl)

"Bałtyk" Confectionery Industry is a large home limited company. It is the largest company in Pomerania, producing chocolate products and semi-finished confectionery. All chocolate products are based on its own chocolate masses. Production is concentrated in two manufacturing facilities located in Gdansk-Oliwa. Establishments have a rich technology infrastructure and extensive machinery. The main elements are the factory for the production line of chocolate products and a line of products coated by chocolate. The most recent history of the company has started in 2005, when the "Bałtyk" became part of the holding company PPHU "Bomilla" Limited from Włocławek, and began to develop in accordance with one vision, common to both companies.

**HALL: 5.2, STAND: G029-H028**



**Bogutti Ltd.**

Gromadzka Street 48  
Henrykow-Urocz  
05-504 Zlotoklos, Poland  
Phone: (+48) 669 250 219  
Fax.: (+48) 22 266 01 19  
Export Department:  
(+48) 783 956 466  
[export@bogutti.com](mailto:export@bogutti.com)  
[www.bogutti.com](http://www.bogutti.com)

Bogutti Ltd. specialized in production of high quality cookies, with liquid cream (La Gustosa Crema, TweeTT 150g), American Cookies with filling (Choco-Gutti 160g), nutritional cookies with oat & cornflakes (Choco - Fit 135g), Butter Cookies and Fudges. Products are sold both locally and in many export markets / also Kosher and Halal Certificate/. Products are manufacturing according with BRC and IFS system, using only natural and vegetable raw materials. Our first principle is healthy and quality of production. Producer offer products in own and Private labeled brand.

**HALL: 5.2, STAND: H028A**



**FPH Magnat Sp.J**

Marek Jarocki,  
Krzysztof Dąbrowski  
Sadkówek 10  
55-080 Kąty Wrocławskie, Poland  
Phone: (+48) 71 390 97 04,  
Fax.: (+48) 71 390 97 08  
[info@magnat.com.pl](mailto:info@magnat.com.pl)  
[www.magnat.com.pl](http://www.magnat.com.pl)

Magnat is a private partnership company. Production and trading company "Magnat" FPH was set up in 1994. Since then, it has changed its image, expanded the portfolio of products, increased sales and number of employees. Its domestic buyers include large commercial networks but company also has regular clients abroad from 28 countries. Chocolates with cherries in liqueur, offered in various forms of packaging and graphic design, as well as in various weights, are the most popular "Magnat" brand products. Our products guarantee fantastic taste experience as well as highest quality. A variety of praline flavors and different forms of packaging make it possible to adjust the offer to the diverse needs of clients. "Magnat" offers both premium products as well as classic chocolates and universal boxes. It also provides a wide range of St. Valentine products. To guarantee that everybody can choose attractive products for oneself, we offer private label as well as occasional or advertising packaging.

**HALL: 11.2, STAND: D031**


**Lotte Wedel Ltd.**  
Zamoyskiego Street 28/30  
03-801 Warsaw, Poland  
Phone/Fax: (+48) 22 670 77 00  
[export@wedel.pl](mailto:export@wedel.pl)  
[www.wedel.pl](http://www.wedel.pl)

E. Wedel is the first chocolate manufacturer in Poland. The chocolate producer's company and the trademark. Currently offered assortment of E. Wedel consists well known: Ptasie Mleczko, Torcik Wedlowski, Mieszanka Wedlowska, sesames, halva, waffles, lollipops, candies, gummies, chocolates, pralines, chocolate bars and cocoa. E. Wedel is a part of Japan LOTTE Group.

**HALL: 11.1, STAND: C038**


**ZPC Janusz Chojecki**  
Kilinskiego Street 1A  
96-100 Skierniewice, Poland  
Office: Kamion 40A,  
96-330 Puszcza Mariańska  
Tel/fax (+48) 46 831 06 27  
Export Department:  
Rafał Klama  
mob. (+48) 601 808 919  
[export@chojecki.pl](mailto:export@chojecki.pl)  
[www.chojecki.pl](http://www.chojecki.pl)

The "Chojecki" company was founded in 1979 by Maria Chojecki and Janusz Chojecki in Skierniewice, Poland. From the beginning high quality products were a priority for the company. To obtain this, recipes were improved, semi-finished products were carefully selected and improvements to production methods have been introduced. Customers appreciate the passion of the owners and the exceptional attention to quality. The "Chojecki" brand quickly gained a good reputation and a leading position in the local market. As a result of continuous development, more than 30 years of experience and improvements, the company has evolved from a small confectionery company into a large food company, producing shortbread, gingerbread, sponge fingers and biscuits, present on the Polish market and on more than 40 foreign markets, located in 6 continents.

**HALL: 5.2, STAND: J021**


**"Geomax" Misztal - Stateczny Sp. J.**  
Przemysłowa Street 16  
24-300 Opole Lubelskie, Poland  
Phone/Fax: (+48) 81 827 60 44  
mob. (+48) 607 091 633  
[office@cream-fudge.com](mailto:office@cream-fudge.com)  
[www.cream-fudge.com](http://www.cream-fudge.com)

"Fudge" is one of the oldest and the most recognizable Polish sweets. The tradition of their production in Opole Lubelskie reaches the beginning of 50s last century. Our fudge is still produced according to old recipes and based on high quality milk, cream, sugar and glucose syrup. The company documented and implemented HACCP, BRC and IFS systems. We offer following taste of our fudge: cream, cocoa, sesame seed, coconut and raisins. They are available as cut and wrapped fudge manually, cut and wrapped fudge mechanically, Mega-bars-Fudge, Mass for wafers, cakes and desserts. In addition we offer: hand-made fudge wrapped with papers with individual projects (company logo, wedding sweets, anniversary, etc.). Our fudge advertising sweets are widely recognized, because of their taste and design, which are able to meet the expectations of every customer. In recent years, our sweets represented Office of the President of Poland, ministries, offices of many cities, companies, universities, schools, etc...

**HALL: 11.1, STAND: C039A**


**"Brześć" Sp.J. ZPC**  
Konarskiego Street 19  
87-880 Brzesc Kujawski, Poland  
Phone: (+48) 668 608 655  
Fax: (+48) 542 522 731  
[arkadiusz@brzesc.pl](mailto:arkadiusz@brzesc.pl)  
[www.brzesc.pl](http://www.brzesc.pl)

Brześć – A family company, has been existing since 1984. Brześć specializes in production of traditional confectionery products based on home recipes. Brześć's products are sold through the net agents and distributors in the whole country. Products are free from preservatives and are ideal as a snack at get-together or family meetings. The company continually strives to diversify its product range, but flagship products remain puff peas and puff straw. More and more often we can find them in Polish retail chains private labels, such as Tesco, Lewiatan, POLOmarket or Eko. Brześć with its products wants to reach the widest possible group of customers, and that is why its products are exported to many countries in Europe, Asia and North America.

**HALL: 5.2, STAND: G021A**



**BMB Ltd.**  
 Spoldzielcza Street 5  
 05-600 Grojec, Poland  
 Phone: (+48) 664-22-01  
 Fax: (+48) 664-21-31  
**biuro@mikmaki.pl**  
**www.mikmaki.pl**

BMB Limited Trust Company has been on the market from 1993. It has been an only Polish investment, and the sole owners are Beata and Marek Bienkiewicz. We are a company of one family. BMB concept is to produce and distribute pill candies. We offer high quality mint candies as well as various other tastes. Our produc may be characterized not only by the quality based on HACCP and ISO certifications, but also by the very attractive price. We posses a modern production line; moreover, we are open to find the solutions for the customers' needs, in cases such as up-to-the-minute packaging, labeling, etc. Our candies are well known and appreciated in Poland as well as abroad. We hope that all our customers enjoy our service and cooperation with us.

**HALL: 11.1, STAND: C025**



**Maxpol Ltd.**  
 Hoza Str. 86  
 00-682 Warsaw  
 Phone: (+48) 22 628-06-21  
 Fax: (+48) 22 621-03-73  
**maxpol@maxpol-targi.com.pl**  
**www.maxpol-targi.com.pl**

Company specialises in organising exhibitions of Polish enterprises at international trade fairs abroad. Maxpol offers:

- Designing stands for individual exhibitors as well as for national groups,
- Preparing and assembling the individual stands; stands arrangements,
- Forwarding and customs clearances of company's products with the delivery directly to the stand,
- Such professional services for fair participants as: flights, accommodation, local transfers in the city of the fair.

"MAXPOL" company, was awarded many times by international fair organizers. What is more we gained, for the years 2006 and 2007, the title of Leader of Fair Services given by Polish Chamber of Exhibition Industry. "MAXPOL" company is with recommendation, the member of many domestic and international organizations.

**HALL: 11.1, STAND: C025**

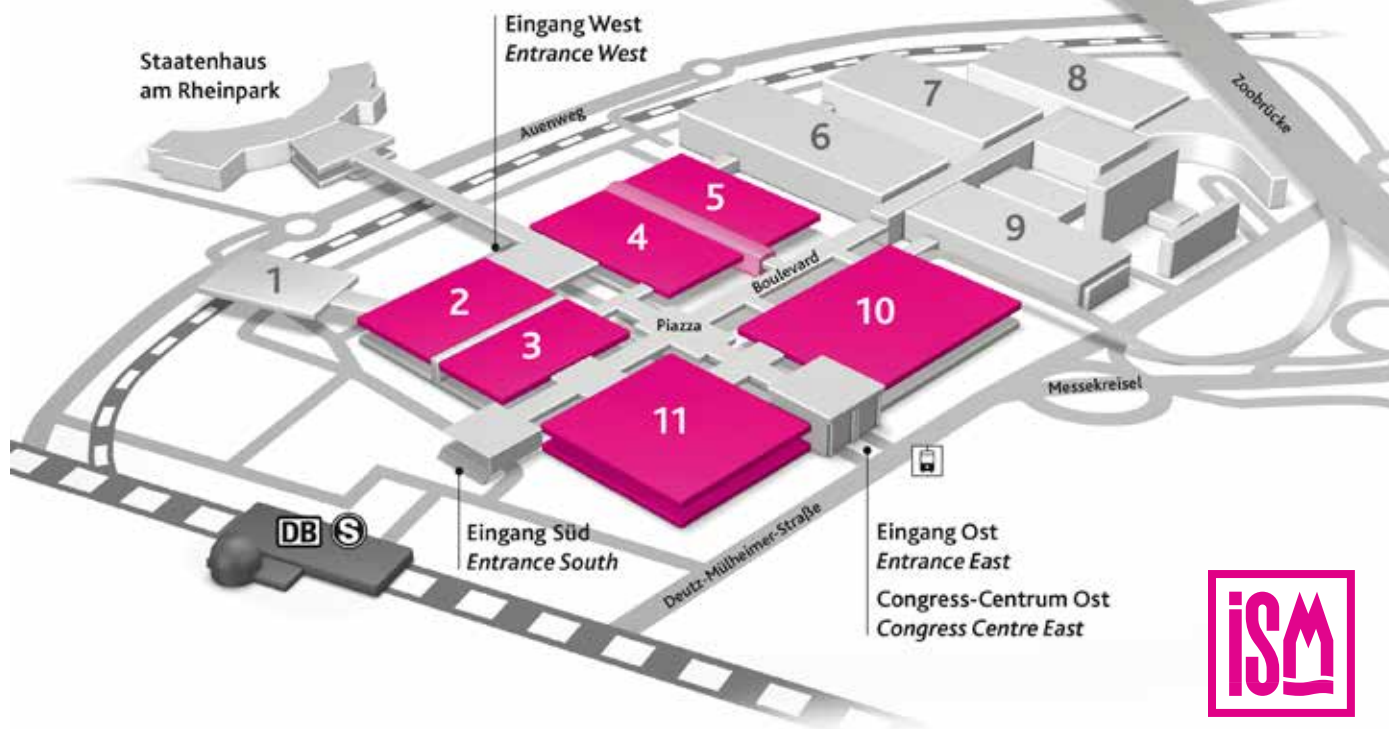
**Fischer  
 Trading Group**

**Fischer Trading Group Ltd.**  
 Bagno Street 2/218  
 00-112 Warsaw, Poland  
 Phone/Fax: (+48) 22 828-93-65  
**www.hurtidetel.pl**  
**www.foodfrompoland.pl**  
**redakcja@hurtidetel.pl**

Fischer Trading Group Ltd. is the Polish Publishing House. We are the publisher of two monthly trade magazines:

- **Hurt&Detal/Wholesale & Retail/** - Nationwide FMCG market magazine
- **Food from Poland** - Polish magazine for FMCG Professionals





## LIST OF POLISH EXHIBITORS

Exhibitor	Hall	Stand
Agros Trading Confectionery Ltd.	10.2	B079
PPH.U. "Astra" Ltd.	11.1	C029
BMB Ltd.	05.2	G021a
Bogutti Ltd.	05.2	G029
Bomilla Ltd.	02.2	C041
Brzesc S.j. ZPC	11.1	C039a
ZPC Janusz Chojecki	11.1	C038
Concession Polska Ltd.	10.2	B091
Cuprod Ltd.	11.2	C029
Dan Cake Polonia Ltd.	03.2	E018
Delicpol Ltd.	11.1	C023
Dr Gerard Ltd.	11.2	D020 D028
FGC "Edbol"	11.1	C038
Eurovia Ltd.	10.2	B101
Expo Marketing	05.2	L038
ZPC Flis Ltd.	11.1	D040a
Food from Poland Magazine	11.1	C025
Genata Ltd.	02.2	A009
Geomax Misztal - Stateczny Sp.j.	05.2	J021
Good Food Products Ltd.	11.1	C021a
Gran-Pik Liwocz sp. z o.o. sp.k.	11.2	D059
PPH. "Karmel" Import-Export Sp.J. K. Boltryk, Sz.Andrejuk	11.2	C038a
ZWC Karwit Tadeusz Matyszkiew	11.2	C030a
Kettner Group Ltd.	11.1	C044
Luzyckie Praliny Ltd.	11.1	D020

Exhibitor	Hall	Stand
MADA PPH.U.	11.2	C038c
FPH Magnat Sp. J	05.2	H028a
Magnolia Ltd.	11.1	D028a
PPH MAXPOL Ltd.	11.1	C025
ZPC Milanówek - Bogumil Sobieraj	11.2	C030
ZWC "Millano" ZPChr K. Kotas	05.2	K021 L028
Zakłady Wyrobów Cukierniczych "MIS" Ltd.	11.2	C030b
Ola Ltd.	03.2	A031
Omegga Ltd.	11.1	C037
PPH. PRIMART Marek Lukaszewicz	11.2	C040a
PUH PILOT UNLIMITED	11.1	B051a
Rarytas Ltd.	11.2	C021
RC Foods Polska Ltd.	11.2	C061
Słodkie Upominki Ryszard Garmada	11.1	D031
Sniezka - Invest Ltd.	11.1	D016
Solidarnosc Ltd.	11.1	H010
P.W. "Spomet" Sp. J. A. Nowotarski, J. Medrzak, J. Kaminski, M. Adamczyk	11.2	C015 D014
Tago P.P.C.	11.1	D030
P.H.P. Tentor A Twardowski Z.	11.2	G062
Moczulak SPJ	10.2	B101
Terravita Ltd.	11.1	B051
Trebor Robert Bilkiwicz	11.1	B051
Uno Foods Piotr Dubicki , Lilianna Jasinska; Lech Palka SPJ	05.2	D030
WAWEL S.A.	11.1	A029
Lotte Wedel Ltd.	11.2	D031
Rolnicza Spółdzielnia Produkcyjna Zlotoklos	11.2	C038b
ZPS Dobosz, Grzegorz Dobosz Zakład Produkcji Spozywczej	11.2	C038

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