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Prospects for the Polish confectionery market, which is worth more than €3.25 billion are quite decent and everything indicates that after the period of stabilization, it will continue to grow. This is due to the fact that the consumption of confectionery in other European Union countries is much higher. Industry insiders estimate that the current growth is not dynamic, because it's approx. 2 percent only, but it is stable. In some segments the dynamics might be higher.

This is also confirmed by the forecast published in a KPMG report, which highlights that the value of the domestic confectionery market by 2018 will increase by approx. 9 percent, to nearly €3.5 billion. According to analysts, the strongest increase will be in the segment of chocolate products, because as compared to Western European countries Poland still has a great potential for development. The consumption of chocolate confectionery products in our country is almost three times lower than in countries, such as the United Kingdom, Switzerland and Belgium. Poland has more than a 3 percent share in total retail sales of the confectionery segment in the European Union. At the same instant, the domestic market in Poland has a dominant position among the countries of Central and Eastern Europe. Good development perspectives will also include, pastilles, soluble gum, hard candy and jelly.

According to KPMG, 81 percent of Poles like confectionaries, and 91 percent of them admitted to their purchase. The highest popularity (90 percent) of these products was among the consumers under the age of 24 years. In the group of respondents older than 65 years, the proportion of people who relish sweets, is much smaller (78 percent). On the other hand, two thirds of Poles reach for something sweet at least twice a week, and for one-third sweets are a part of their daily diet, of which up to 11 percent consume them several times a day.

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

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## Polish confectionery market Export-Import

**The export of confectionery from Poland is growing. To this group of products, we should include: confectionaries, which do not include cocoa, chocolate and products which include cocoa, as well as pastry, cakes, biscuits and wafers. This group has got a significant position in the Polish export of agriculture and food products.**

In terms of value, the share of this product group in foreign sales of agriculture and food products in 2014 was equal to 10.9%, while in 2012 it was around 9.5%. In the period of January-October 2015, sales of confectionery was equal to 11.3%, which proves the dynamic development of this industry and strengthening of its position on foreign markets. The value of confectionery export in 2014 was equal to €2.4 billion, which in relation to last year, highlights an increase of over 16% (in 2013 – €2.1 billion), as compared to 2012, there was an increase of about 40% (in 2012 – €1.7 billion). In the period of January-October 2015, in relation to the same period in the previous year, there was an increase in export by 13% to €2.2 billion, whereas the year before, it was worth €1.9 billion.

In 2014, as in previous years, about 75% of the value of export of confectionery products (80% of the volume) was delivered to EU markets, of which, the most was to

Germany (approx. 20%), UK (approx. 15%) and the Czech Republic (approx. 6%). Important recipients of Polish confectionery were also France, the Netherlands, Hungary and Italy. Polish confectionery was also delivered to the markets of countries outside the EU, mostly to Russia, Saudi Arabia, USA, Ukraine, United Arab Emirates, China, Israel and Canada.

When it comes to the structure of export of Polish confectionery, almost half of its value was chocolate and products containing cocoa, approximately 40% were pastries, cakes, biscuits and wafers, and over 10% was confectionery not containing cocoa.

One of the major recipients of confectionery products (including white chocolate) is Saudi Arabia (€20.9 million). In 2014, it took second place following Germany (€51.6 million) and giving United Kingdom (€14.3 million) the third place. The total value of the export of these products in 2014, amounted to nearly €276 million.

### CONFECTIONERY PRODUCTS WITHOUT COCOA CONTENT

Confectionery products without cocoa content include: chewing gum, licorice extract, white chocolate, tablets including sore throat lozenges, sugar-coated confectionery products, jelly products and jellies, boiled sweets including filled, toffee candies, caramels, confectionery products in the form of compressed tablets, and others, not mentioned above.

The volume of exports of confectionery products without cocoa content in 2014 increased by 10% to nearly 67.8 thousand tons. The value of exported goods increased slightly less dynamically, i.e. by above 9%, to nearly €252.2 million (€230.2 million in 2013). At the same time, nearly 49.9 thousand tons of these products (an increase by 8% from 46 thousand tons) were imported to Poland for €152.3 million, which is 9% more in comparison with €139.9 million in 2013. As a result, the positive account balance increased by 11% to €99.8 million (in

relation to €90.3 million earlier). The volume showed a surplus of 17.9 thousand tons, and the balance increased by 16% from 15.4 thousand tons. The improvement of results in the foreign trade of confectionery products without cocoa content is a result of a slightly higher growth dynamics in export than import.

### EXPORT

In 2014, the main export goods were the products bearing the code CN 1704 90 99 (other confectionery products without cocoa content). The export of these sweets amounted to 21.4 thousand tons (-0.5%, a 32% share) worth €108.2 million (+3%, 43% share). They were followed by toffee candies and caramels (code: CN 1704 90 75). 18.3 thousand tons (5% more) of these products were sold on foreign markets for €44.7 million (+8%). It was an 18% share in terms of value and 27% in terms of volume.

Further places were occupied by boiled sweets including filled (CN 1704 90 71), of which 9.9 thousand tons (a 15% share) were sold outside Poland for €29.9 million (a 12% share). Other significant products in the structure of exports were: white chocolate (CN 1704 90 30), products bearing the code CN 1704 90 65, and other sugar-coated products (CN 1704 90 61) as well as pastes, including marzipan, in direct packaging with a net content of 1 kg or more

(CN 1704 90 51). Major outlets for Polish confectionery products without cocoa content remained the EU countries, receiving 63% of the export (42.5 thousand tons for €155 million – the share in terms of value was higher by more than 1 pp than in terms of quantity). 2014 saw a decrease in significance of EU countries, the share

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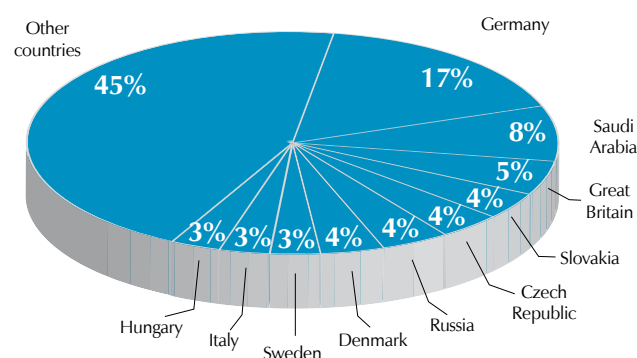
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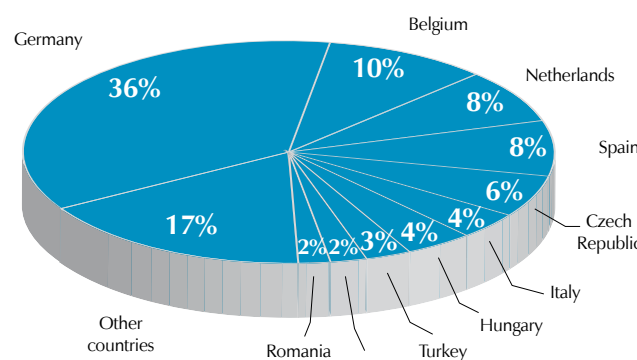




**Polish export of confectionery products without cocoa content in 2014**  
(in terms of value)



**Polish import of confectionery products without cocoa content in 2014**  
(in terms of value)



(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2015

of which in the geographical structure of exports dropped by nearly 2 pp year-over-year. On the other hand, there was a gain for third countries (mainly Saudi Arabia and United Arab Emirates). The CIS reached 9%, 1/4 was sent to other third countries, including countries associated in NAFTA, 5% (Canada and the USA).

The main recipient of Polish confectionery products without cocoa content in 2014 was Germany, accounting for a 21% share in terms of quantity. Germany bought 14.4 thousand tons of these products for €44 million. Further positions, with a considerably lower share, were occupied by Saudi Arabia (30% more, to 5.1 thousand tons), Russia (3.3 thousand tons), the Czech Republic and the United Kingdom (2.9 thousand tons each), Slovakia and Denmark (2.6 thousand tons each), Italy, Romania and Hungary. In the period under analysis, the exports of confectionery products without cocoa content

comprised 6.5% in terms of quantity and 15.9% in terms of value in the export of the group of commodities comprising sugar, sugar industry products and confectionery products. In 2013, this share amounted to 5.7% and 13.9%, respectively, whereas exports of confectionery products without cocoa content in 2013 were 1.2% (1.1% the year before) in terms of value in the export of total agricultural and food products, as well as 0.3% in terms of quantity thereof (0.3% in the previous year as well).

#### IMPORT

27% of the imports of goods from this group comprised other jelly products and jellies, including fruit pastes as confectionery products (CN 1704 90 65), of which 13.6 thousand tons (2% less) were imported for €33.9 million (-6%, a 22% share). Due to a dynamic 38% increase in volume, the second place, with a 13% share, was held by toffee candies, cara-

mels and similar candies (CN 1704 90 75), purchased in the quantity of 6.3 thousand tons for €18.3 million (+31%). Right behind them, were boiled sweets including filled (CN 1704 90 71, 6 thousand tons) and sugar-coated products (code CN 1704 90 61, 5.9 thousand tons). Slightly less products with the code CN 1704 90 30 were purchased (5.5 thousand tons).

The main suppliers of products with the code CN 1704 to the Polish market include the EU countries, from which 91% of these goods were imported. Similarly as in exports, the significance of the EU in the geographic structure of imports also decreased by nearly 2 pp, while there was an increase in the case of third countries and Turkey, a long-term candidate to the EU. In 2014, as in previous years, confectionery products without cocoa content were imported, above all, from Germany – 16.4 thousand tons, worth €54.3 million, accounting for a 33% share in terms of quantity and 36% in terms of value. The volume of imports from this country dropped by 1.5%, but their value increased by the same percentage. After an increase of ¼ to 5.8 thousand tons, the second place was occupied by Belgium (a 12% share), pushing the Netherlands into third place (9%), the fourth position was held by the Czech Republic (+22% to 4.4 thousand tons). Further places were occupied by Spain, Hungary, Turkey, Italy and the United Kingdom as well as Slovakia. It is worth noticing dynamic increases in purchases from China (2.5 times), Indonesia and Ukraine (3.5 times each). However, these countries individually have not been significant suppliers so far.

In 2014, the imports of confectionery products without cocoa content accounted for a 1.0% share (in 2013, a 1.0% share as well) in terms of value and 0.2%



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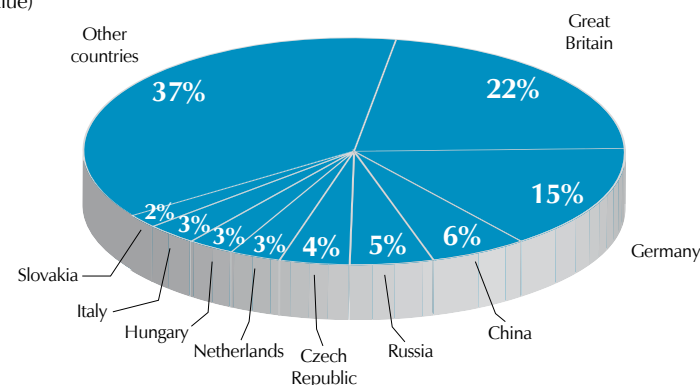


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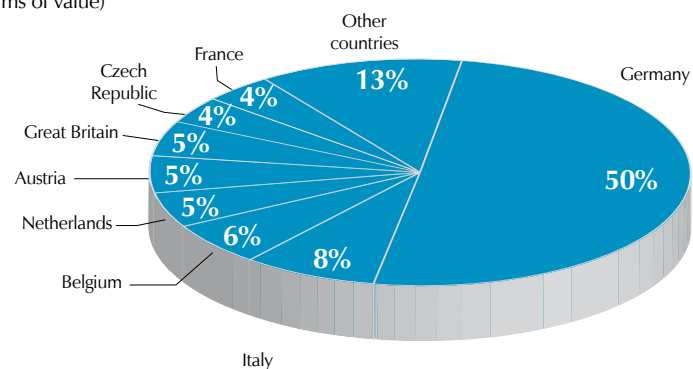
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**Polish export of confectionery products with cocoa in 2014**  
(in terms of value)



**Polish import of confectionery products with cocoa in 2014**  
(in terms of value)



(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2015

(the year before, 0.2% as well) in terms of quantity in the overall imports of agricultural and food products. The share of the group of commodities comprising sugar, sugar industry products and confectionery products in imports, in the period under analysis was 7.8% (6.9% the year before) in terms of quantity and 18.3% (16.7% in 2013) in terms of value of imports in this group.

#### CHOCOLATE PRODUCTS

As in the previous years, amongst the groups of goods analyzed in this chapter, chocolate products (confectionery products with chocolate content) were the most valuable item in Polish export and import of products in the sugar and confectionery industry. In 2014, the volumes of Polish foreign trade in these products ended with a positive balance amounting to €611.2 million, constituting, however, a decrease year-over-year by more than 3% from €633.1 million in 2013 (€507.4 million in 2012). In

terms of volume, the positive balance decreased even more dynamically, by 8% to 121.3 thousand tons (in comparison with 131.3 thousand tons the year before and 111.2 thousand tons in 2012). In previous years, the positive balance was growing year by year. The decrease thereof results from the limitation of exports to the UK, the main outlet for Polish chocolates.

In 2014, 248.7 thousand tons of these products were exported, for a value of €1062.5 million (in 2013, 258.6 thousand for €1067 million). The export volume was lower by 4%, and the export value dropped minimally, by 0.4%. At the same time, the import volume was stable at 127.4 thousand tons, but its value was higher by 4%, with an increase to €451.3 million (127.3 thousand tons for €433.9 million in 2013).

#### EXPORT

The highest exports of chocolate products were recorded to the EU countries,

where 3/4 of the exports reached. The Union countries purchased 188.3 thousand tons in Poland for 729.5 million (a 69% share). This means a decrease by 5% in terms of quantity and 7% in terms of value. However, the commodity structure did not undergo any significant changes, although the significance of the EU dropped (by 0.7 pp YOY in terms of quantity), whereas third countries had gained (+1.1 pp). Other considerable outlets were Russia, the USA and, to a lesser extent, Saudi Arabia, United Arab Emirates, China and Israel.

Most Polish confectionery products with cocoa content reached the UK again – 65 thousand tons, which meant a gain of €231.3 million. This accounted for a 26% share in exports in terms of quantity. However, 2014 showed a reduction in exports to the UK, and the decline reached 10% in terms of quantity and 8% in terms of value year-over-year. Other significant outlets were Germany (a decrease by 6% to 28.9 thousand tons, a 12% share), the Czech Republic (-4% to 15 thousand tons, a 6% share), the Netherlands (+19% to 9.9 thousand tons, a 4% share), Russia, Slovakia, Romania, Hungary, Italy and the USA. Exports to the top ten largest outlets accounted for 2/3 of the total export of chocolate in terms of volume.

In the commodity structure of exports, the prevalence of other filled chocolate products (CN 1806 90 31) was maintained. The exports thereof dropped by 13% to 49.2 thousand tons (a 20% share), and the value approached €228.3 million (15% less), accounting for a 22% share. They were followed by paste confectionery products with cocoa content (CN 1806 90 60), of which 33.4 thousand tons for €126.8 million were sold outside Poland. This accounted for a 13% share in terms of quantity and 12% in terms of value in the structure of exports. Due to a 12% increase in volume, the third place was held by products with the code CN 1806 32 90 (other filled chocolate products). The exports amounted to 29 thousand tons worth

  
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€116.1 million (a share of 12% and 11%, respectively). Slightly less chocolate products in blocks, tablets or bars (code CN 1806 31 00) and other food preparations containing cocoa with filling (CN 1806 90 90) were sold abroad. Their respective shares in the structure of exports were 11% and 10% in terms of quantity as well as 9% and 15% in terms of value.

In 2014, exports of chocolate products constituted 67.1% (64.4% the year before) of the value and 23.9% (24.2% in 2013) of the quantity of exports in the group of commodities comprising sugar, sugar industry products and confectionery products. The share in the total export of agricultural and food products was 1.2% of the quantity (1.4% the year before) and 5.0% of the value (5.2% year before).

#### IMPORT

In 2014, confectionery products with cocoa content were imported almost exclusively from the EU countries – in terms of both value and quantity, a total of 97% of the products bearing the custom tariff code CN 1806 were purchased in countries of the European Union. Third countries gained in importance in 2014; their share in the geographical structure of imports increased by 2 pp, exceeding a 2% share. Beside the decrease in imports from the EU,

was a dynamic increase in purchases from Ivory Coast, the world's largest producer of cocoa beans (up to 1.8 thousand tons), and, to a much lesser extent, from Ukraine.

For many years, Germany has been the main supplier of chocolate products to the Polish market; in 2014, 58.3 thousand tons were imported from this country for €226.6 million. Imports dropped by 5% in terms of quantity, but increased by 1% in terms of value. The imports from Germany accounted for 46% of all confectionery products with cocoa content imported to Poland. Significantly smaller suppliers of chocolate products to the Polish market were: Belgium (+17% to 9.2 thousand tons), the Netherlands (8.1 thousand tons), the UK and the Czech Republic (7.7 thousand tons each), Italy (-37% to 7.5 thousand tons), Austria and France, as well as Slovakia. Of special interest are the imports from Ivory Coast, which increased 12.6 times in 2014, and Ukraine (up to 125 times more (!) to 501 tons).

The commodity structure of Polish imports of confectionery products with cocoa content was dominated by two products. The first one was other chocolate products in blocks, tablets or bars, filled (1806 31 00). The imports of this commodity increased by 16% to 27.5 thousand tons and by 24% to €108.4 million. This accounted for a 22% share of these goods in imports in terms of quantity and a 24% share in terms of value. The second group comprised goods bearing the code CN 1806 20 95 (other processed food products with cocoa content, in blocks, tablets or bars with a weight exceeding 2 kg or products in liquid, paste, powdered, granular or other form, in containers or immediate packaging, with a content exceeding 2 kg), of which 18.5 thousand tons (-22%) were imported for €55.8 million (-17%). The share amounted to 14% in terms of quantity and 12% in terms of value. Due to an increase by 2/3, the third place was held by products with the code CN 1806 32 90 (other filled chocolate products), the imports of which amounted to 12.1 thousand tons and €41.1 million (+56%). This accounted for a 10% share in the commodity structure in terms of quantity and 9% in terms of value. Slightly less products with the code CN 1806 90 19 were purchased (11.5 thousand tons for €57.1 million). Further places were occupied by products with codes CN 1806 20 10 (9.7 thousand tons), CN 1806 32 10 (7.8 thousand tons), and 1806 90 60 (7.6 thousand tons). Their respective shares were 8% and 6% each for the latter. In 2014, the imports of chocolate products accounted for 3.1% (3.0% in 2013) of the value and 0.6% (0.7% the year before) of the quantity of total imports of agricultural and food products. The share in the imports of the group of commodities comprising sugar, sugar industry products and confectionery products amounted to 54.1% (51.7% the year before) in terms of quality and 19.8% (18.9% the year before) in terms of volume.

(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2015.

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- builds consumer loyalty,
- has a positive impact on the shop's image,
- makes it easier to supplement the goods according to the FIFO principle,
- optimises shop space - a wide range of products on a small area,
- tool for management of the whole category.





## Interview on future strategies, new product releases and challenges facing confectionery industry with Robert Okoński, Sales Director in Wawel S.A.



What strategies will Wawel realize in 2016?

We intend to continue with marketing strategy "Wawel. Joy Liberates." Observing the situation on the market and being in constant contact with our consumers, we are preparing new solutions and astonishing flavours, which will satisfy even the most demanding gourmets. It is important to be close to our consumers and provide them with goods of the highest quality.

We are also trying to engage our clients and fans of our brand through interesting, unconventional sales solutions and consumer activities. One of these solutions is the Pick & Mix project, related to sale of loose sweets on display stands located in stores. This innovative sales approach is gaining more and more popularity – not only in Poland, but also abroad. Thanks to various options modular displays with loose products work well both in small shops and large ones. As a result, thousands of shops in Poland have increased their turnover in bulk sale. We are particularly proud of this project, hence, we will continually focus on its development and promotion. Of course we will not forget about the product itself – we are preparing a few novelties and we are working on consumer activities.

Why do you think the Pick & Mix project is the right path towards growth?

We are aware that clients gladly reach for loose candy because they can buy as much of their desired product as they like and the simplicity in composing the mix encourages them to reach for new flavours. Moreover, products on display stands are divided into two price groups. The possibility to individually select mixed sweets and the clear pricing simplifies the purchasing decision. Thinking of different needs, we have designed four types of expositions. All of these makes sales of loose candies go into new dimension and triggers joy among consumers.

What will you surprise your consumers with in 2016?

Our consumers' interest for our sweets motivates us to work on novelties, that is why in 2016 we will introduce some new products. Wawel is a brand with long tradition. For over 100 years we have been operating on the market basing on proven recipes. However, with great attention of chocolate products we follow trends and changing shopping tendencies. We are in constant contact with our clients, that is why we know what products they expect. We are keen to offer our consumers products of outstanding quality with original packaging and

taste. An example could be our chocolate with jelly pieces "Fresh & Fruity", which only after a few weeks of launching last year was very successful in sales. We are also working on new flavours in other categories which, hopefully, will positively surprise our consumers.

What challenges are being faced in the confectionery industry?

Over a century of tradition has given Wawel a unique experience in the production and sales of sweets. We also confront our challenges – which are among others the increasing prices of raw materials and active competition. As a brand and company that wants to stay the leader, we invest in human resources and technology used in the production of confectionery. This is the reason we decided to extend our plant in Dobczyce.

Other challenges include introducing new flavours of our products, which can after all represent some risk. To date none of our novelties have been a failure. Our fruity jellies "Fresh & Fruity" are a sales hit both in Poland and abroad. This is also the case in sweets and chocolate, especially those with a high cocoa content. They are loved by consumers because of exceptional quality at a decent price. Meeting the expectations of our customers while maintaining brand loyalty is our priority.



The world relishes in Polish chocolate. Why is it valued in foreign markets?

Consumers are used to our products, which are produced with great care and the ingredients used are of the highest quality. As I mentioned, foreign markets appreciate our products, especially our premium chocolate with a high cocoa content, sweets and jellies. Currently, we sell our products to about fifty countries on five continents. Wawel chocolates are produced according to traditional recipes, however, we try to continually surprise our clients with new flavours. The already mentioned jelly sweets "Fresh

& Fruity" can be relished by consumers in tens of countries. Flavour of Wawel sweets are appreciated, but also important is their quality and unique packaging – this keeps us happy and motivated.

The company Wawel is characterized by actively obtaining foreign markets. How was the year 2015 with regards to this and what are the plans for the near future?

We do not limit ourselves just to the domestic market, and rightly said we are also active abroad. This is with regards to the po-

tential we see in the foreign markets as well as the extremely positive reception our products receive from consumers outside the Polish market. We ended 2015 with success and we observed stable growth in the sales of our products. In comparison to the previous year, we noted an increase. In Poland each person eats a few kilograms of chocolate products per year, whereas in Switzerland tens of kilograms. This is a signal that the market potential is big and this motivates us even more. We hope that 2016 will be even a better year for Wawel confectionery.

Thank you.





**On previous year's accomplishments, activity on the international market and the Eurohansa product hits. Talk with Sławomira Raczkowska, Export Manager at Eurohansa.**

The trend for healthy products has influenced the confectionary market. Eurohansa is ideally fitting in this trend – one of its flagship products are the fruit-cereal bars Frutti Fit-Active. Please tell us more about this product.

Currently, we have 9 types of muesli bars in our offer. Three of them: walnut, fruit and orange are the oldest, and they differ not only in the ingredients used but also in their package design. The rest of the six bars are characterized by a new and coherent design. The main characteristic of Frutti Fit Active bars is their richness in cereal, nuts and fruit, and the three new bars have additional ingredients beneficial for health. The muesli bar with ACAI berries is a unique composition of fruits with strong antioxidant properties, combined with cereal and chocolate. An additional advantage is the chocolate crunchy, which not only gives it an interesting appearance and unique character but also a unique flavour.

The muesli bar with CHIA is a duo of apricot and refreshing mango with an extra valuable ingredient - chia seeds and grains. This carefully chosen composition provides valuable minerals, healthy omega 3 acids and fiber to our body.

The muesli bars with QUINOA contain classical ingredients: aromatic apple, raisins and a pinch of cinnamon with whole-grain cereals and quinoa seeds. In this composition the traditional ingredients have gained a completely new dimension.

**The year 2015 was full of new things. What was the market response to these products?**

In 2015, intensive growth in the gluten-free sweets' segment, and good acceptance of our Toretto series within the customers, mobilized us to introduce a new product line. Carefully chosen certified ingredients, traditional recipes and care for the quality of the technological process needed for production of gluten-free sweets is the secret of the unique taste of fruits in chocolate bars from the Tercetto series. These aspects are especially appreciated by our contractors as well as clients, and has resulted in stable and systematic growth in their sales and higher interest in new products too. Our gluten-free raisins in chocolate, are currently available not only in specialty shops but also in supermarkets. With our products, we have managed to attract the interest of foreign contractors and in 2015, we started

exporting Tercetto. In addition, our new cereal bars Frutti Fit Active containing additives from the Superfoods: Chia, Quinoa, Acai, provide a unique composition of flavour and are well recognized within our contractors and increasingly demanding customers. The interest in these products is growing and sales are increasing year after year.

**What novelties are planned for next year?**

Talking about novelties, we have already started the implementation of new products since last year. In 2016, we would like to promote them more, and make a series of sweets with new flavours. We have developed a new series of gluten-free products, TERCETTO, which are in 80g packages. Currently, there are 4 products: blackcurrant, cherry, raisins and almonds in chocolate. In the beginning of 2016, we will extend the current series and develop new products with milk chocolate: hazelnuts, raisins and peanuts. We will also introduce orange zest seasoned chocolate to our offer.

In 2015, we developed quite a lot of new recipes for candied fruit in chocolate like, rhubarb, gooseberry, rowanberry, strawberry, sea buckthorn and blackberry. Currently, these



products are available in bulk and are perfect for the shelves with pick & mix products, which are very popular in the United Kingdom and Scandinavian countries. It is possible that some of these fruits will find their counterpart in a unit package, after verifying market demand. Our technologists are working on muesli bars with reduced sugar content, and soon our series of bars will be complemented with products from this group. We see an immense potential in the segment of confectionary with reduced sugar content, and among others, we shall work on the products of such a kind.

**What is the position of Eurohansa confectionary in Polish and foreign markets?**

We have been present in the Polish market for many years. We cooperate, not only with retail chains, but also with contractors in traditional channels. Of course, in addition to the private label network, we are trying to promote and develop our own brand, which can be recognized on store shelves. As far as foreign sales are concerned, indeed, our work exporting started 1.5 years back. This required us to implement a lot of changes in our current activities, and shift towards a more elastic production process. It was also significant to adjust the packaging of our products to meet the requirements of foreign markets. This process is not yet completed, as such changes need time

and engagement of additional resources. Anyhow, in this short period of time, we were able to acquire contractors from neighboring countries like Finland, Slovakia, Estonia, Latvia and Romania, as well as from farther countries like, China and Japan. We have also started cooperation with a contractor from Dubai, where we have already sent a trial batch of our muesli bars under our brand Frutti Fit Active.

**Export targets for the company in the upcoming years are ...**

Primarily, we would like to continue with activities already started and promote our products on the foreign markets. Hence, we made a decision to attend the ISM trade fair in Cologne, which is the most important trade fair in the confectionary industry, and in one place, we can meet potential contractors from all over the world. At the beginning, we would like to mainly focus on European countries, we would like our products to be available in United Kingdom. Subsequently, we are planning to expand into the Chinese, Indian and Middle East markets. Lastly, we are leaving out the American and Canadian markets due to specific requirements related to packaging quality and labelling. Our main aim is to develop step by step, while acquiring a stronger and stable position on foreign markets. We would like, our products to be considered as a Polish product with high

quality at a satisfactory price. We will make all efforts to ensure that our packaging will stand out from the competition. I might even add that the coming years will be very hard working, due to the difficult market environment and ambitious goals, which we have set for ourselves.

**Polish confectioneries on foreign markets are competing, primarily on high quality, which is one of the top priorities of the company, Eurohansa. What does this indicate?**

Taking into consideration, the high expectation of foreign consumers, last year, we changed the recipe of our products a bit, so that they can meet these expectations. We are choosing our suppliers very carefully, so that we will have raw materials of the highest quality. We are not just searching for cheap raw material, but we want good quality raw materials and at the same time, competitive and satisfactory prices. We all know that in today's world, an era of fierce competition, the price of the final product is very important. It is worth noting the fact that we pay special attention to ensure that our products are produced with extreme care. Taking into consideration specific production, especially in hand-made chocolate drops, highly qualified and experienced employees are working towards the success of the product

Thank you.





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## Vobro - History

Vobro is a company with many years of tradition, its history reaches back to 1986. The name Vobro combines the name of the company's founder, Wojciech Wojenkowski, and the name of the town in which the company is located, Brodnica.

The company's history goes back to the 1980s, when a small company, initially employing 8 people, produced one type of sweet. Now, Vobro is a large plant with a wide range of pralines, chocolate sweets, jellies and biscuits.

### Candyfloss, first steps in the confectionery industry / 1986-1989

On April 2, 1986 production was launched in Brodnica.

A young businessman, Mr Wojciech Wojenkowski, decided to establish a confectionery company; but before that, together with his friend, he was selling his own handmade candyfloss, shortly followed by sweet puffed rice and powder pastilles. In February 1989 the company was officially registered as Zakłady Produkcji Cukierniczej Vobro Wojciech Wojenkowski at 18 Stycznia 47 street.

### First million / 1990 - 1994

In successive years the company developed very quickly. At the beginning of 1990s, production of a new type of sweets, chocolate covered foam, was launched at the Brodnica plant, and in 1992 the first pralines were manufactured - "Chocolate coated cherries". In 1993, the daily production included over 20 different products, corresponding to about 5 tonnes of sweets in total. One year later, chocolate covered plums reached shop shelves. In the same year Vobro produced its 1 millionth chocolate box! The company's range grew to over 40 items, and a significant amount of which was exported to the eastern market.

### International successes / from 2013

The Company continues to develop and meet the expectations of its consumers. It is worth mentioning that Vobro is a company with principles that always put its employees first. The factory from Brodnica is an excellent example of a successful family company with entire families from places in and around Brodnica working together. Vobro continues to strive and develop further, entering new markets, improving the quality of its products, and expanding its product range. All this, to ensure customer satisfaction.

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## We ask the representative of Brześć Company about export hits, accomplishments in 2015 and plans for the year 2016.

The quality and taste of Polish confectionery is appreciated all over the world. What determines this?

Polish confectioneries are conquering more and more foreign markets, due to two key aspects – high quality at relatively low prices. The most popular exported products are produced based on traditional homemade recipes and natural ingredients. It is also worth mentioning that the quality and taste of the indigenous sweets is largely influenced by the consumers, who are becoming more aware and have higher requirements in terms of product composition.

In which countries, are your products available at present. Are you planning to get into some other markets?

Currently, Brześć products can be purchased in several continents. Our products reach consumers in countries like: United States, Canada, China, Germany, United Kingdom, Russia, Latvia and Estonia. Intensification of the cooperation with foreign contactors is one of our priorities in 2016. Hence, we are promoting our brand by regularly participating in the most prestigious international trade fairs. This usually gives us new commercial contacts and

in long term perspective - new contracts and markets. Currently, a tempting perspective for us is to get into the Middle East countries with the Brześć delicacies.

“Puff Straw” does not have any counterpart in European markets, which gives it a big advantage over other confectioneries. What determines the popularity of this product on foreign markets and particularly, in which country is it most popular?

Puff Straw from Brześć is conquering the foreign markets, just because of the fact that for the consumers from foreign markets, it has a sort of exotic taste. The original and interesting taste, combined with the recipe based on natural ingredients is the key to success of our straws. The greatest fans of puff straw produced by our company, include consumers from Lithuania, Latvia and Estonia.

Please tell us about other ZPC Brześć products, which are a hit in exports?

Puff pastry croutons and puff straw are our basic products, which we export, and intend to develop further in this direction. That is the



reason, we hope that other variety of products will also be “Hits” in export, which we are currently working very hard on.

How was 2015 for ZPC Brześć?

Primarily, last year was very busy, but also very successful. In the last 12 months, we invested in production mechanization - we were able to start a second production line for our flagship products made from choux pastry i.e. puff pastry croutons and puff straws. We mechanized the packaging process, which is currently an automatic cycle. The year 2015 for Brześć was also a period for developing cooperation with Polish and foreign retail chains, especially in developing private labels. Hence, we increased the level of export sales. Our cooperation resulted in achieving very good financial results – we closed the year 2015 with the expected increase in revenues.

Plans for 2016 are...

... further development of cooperation with trading partners, especially in the private label segment, and conquering new markets. Certainly, we will not miss the most important industry events. I think that 2016 will bring several challenges, which will have to be faced by the confectionery market. Here, I am thinking about persistent market fragmentation, which results in high competition, unstable price of raw materials, high cost of marketing and advertising, and an inflow of cheap confectionery from Ukraine. However, similar to past years, we will try to cautiously observe the market environment, in order to react intelligently to the changes and stand out from the competition.

Thank you.

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## Interview with Wojciech Rytel, Marketing Director at PPH MAXPOL – leader of fair services.

How was the year 2015 for your company – the year of business jubilee?

Time is running really fast, and we are already starting to work on our next 25 years of business activity on the market. The year 2015 was very successful for us, we organized 36 fairs in total, in 15 different countries, and sold 2500 square meter of exhibition space. We cannot also forget that for those companies, we also built fair structures.

Which fair events would you consider especially important and prestigious?

To this group I would mainly include fairs like ISM in Cologne, IFE in London, PLMA in Amsterdam and ANGUA in Cologne. Speaking of the fair in Cologne – the biggest world confectionary fair, they have had high reputation for many years, and from year to year they are more crowded. For the companies, producing confectionery, this is the fair in which they have to be. They need to see what new products will be introduced, what is being produced by the best known companies in the world and what new trends are to be taken into consideration the following year. The second most prestigious event is the IFE fair in

London, which is organized periodically, every two years, and is the biggest food fair on the British Isles. At the same time, the fair is held in conjunction with the packaging fair for the food industry. Interest in the fair is very high even by virtue of the fact that a large number of compatriots for great Polish products are residing on the British Isles. Of course, events not to be missed include trade shows, such as, private label, PLMA in Amsterdam, which is becoming increasingly crowded every year and the exhibition space has to be booked a year in advance. The biggest event, however, is the food fair ANUGA in Cologne, which takes place every two years, alternately with the SIAL trade fair in Paris. The surface space, is practically sold out on the previous edition. These are such prestigious fairs that there is a queue of companies wanting to take part.

What about the trade fairs in the Middle and Far East?

The company MAXPOL organizes such fairs. These include the fair Yummex Middle East in Dubai, where the 10th anniversary edition will take place this year. Others include the fairs MENOPE Natural & Organic Product Expo, Sial Middle East in Abu Dhabi and the Food,

Beverage & Packaging Technology fair in Iran. The market for fairs in the Middle East is growing from year to year. If we talk about the Far East, we cannot forget about China, which is a market that is very receptive and where many Polish companies are finding possibilities to export. In China, I would recommend the fair SIAL China. A large prestigious fair that is enjoying a growing popularity every year. This year Poland will be the patron of this fair.

What fairs have you organized for 2016?

In addition to the events, which I have already mentioned, and are held periodically. We have introduced to our schedule of trade fairs new directions, and they include, ALIMENTEC fair in Colombia – we warmly welcome you there. Many of our exhibitors are looking for new markets, that is the reason we are trying to prepare for such venues where Polish producers will be able to present their products to a wider audience.

Why should Polish exhibitors choose your company Maxpol – as the organizer of foreign trade fairs?

Good question, but I think, it should be

directed to the exhibitor and not to us. Our belief since the company started, was and is customer satisfaction. The systematic increase in the number of exhibitors and expansion of the group of regular customers, who are annually participating in several fairs, enabled us to obtain the recognition of professional institutions. The success of our business has been positively assessed and awarded the prestigious title of Trade Fair Service Leader for the years 2006, 2007 and 2014. We also received recommendations from the Polish Chamber of Exhibition Industry in the years 2009, 2012 and 2015. This indicates a high assessment of what we get from our exhibitors who entrust the work of exhibiting to us.

Like everyone, you have your competition, why are Polish exhibitors encouraged to select just your company?

Yes, it is true, the market for organizing fairs is not without competition. But this phenomenon does not occur only in our country but around the world. We are not afraid of competition. While working with us, the exhibitor decides, which services we should perform for them. We oblige them to take the whole package of our services. Our offer is very wide – starting from renting exhibition space, making the accreditation of the company, ending the entry to the fair catalog, the design of the stand, till procuring services such as electricity or water connection to the stand, ordering tickets, parking cards and invitations for customers. We also book accommodation and plane tickets. We also offer transport services to make deliveries to the exhibitor's stand. We assist in arranging interpreters, hostesses and rental of meeting rooms.

Finally, I want to ask you about building the stands. How do the standards of construction and equipment for stands at the fairs change?

With the growth of the company, we have focused on solid and modern constructions,

better and more effective presentation of our exhibitors' products. In addition to the booths built in the Octanorm system, we offer our exhibitors the stands in individual solutions. These are stands with materials such as MDF, glass, Plexiglas, etc. The trend that the stand is transparent and accessible to visitors makes the design even more spacious

and inviting for visits. Our exhibitors are frequently asking for such a solution. Customer satisfaction is the motto of our company and we have to adhere to it.

Thank you for the interview and I wish you every success in the coming years for business activities at MAXPOL.

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SIAL CHINA	CHINA	SHANGHAI	5-7th May
PLMA'S WORLD OF PRIVATE LABEL	HOLLAND	AMSTERDAM	24-25th May
THAIFEX	THAILAND	BANGKOK	25-29th May
WORLD OF COFFEE & TEA	THAILAND	BANGKOK	25-29th May
WORLD OF FOODSERVICE	THAILAND	BANGKOK	25-29th May
WORLD FOOD/INGREDIENTS	AZERBAIJAN	BAKU	25-27th May
FOOD, BEVERAGE & PACKAGING TECHNOLOGY	IRAN	TEHERAN	29th May-1st June
SIAL ASEAN	PHILIPPINES	MANILA	31th May-2nd June
BELAGRO	BELARUS	MINSK	7-11th June
ALIMENTEC	COLOMBIA	BOGOTA	8-11th June
SUMMER FANCY FOOD SHOW	USA	NEW YORK	26-28th June
VIETFOOD & BEVERAGE / PROPACK	VIETNAM	HO CHI MINH	10-13th August
WORLD FOOD (GIDA)	TURKEY	ISTAMBUL	1st-4th September
FINE FOOD AUSTRALIA	AUSTRALIA	SYDNEY	12-15th September
WORLD FOOD	RUSSIA	MOSCOW	12-15th September
ANNAPORNA - WORLD OF FOOD INDIA	INDIA	MUMBAI	22nd-24th September
BIOFACH AMERICA	USA	BALTIMORE	22nd-24th September
AGROFOOD	TAJIKISTAN	DUSHANBE	19th-21st October
SIAL PARIS	FRANCE	PARIS	16-20th October
TALLINN FOOD FAIR	ESTONIA	TALLINN	27-29th October
INDAGRA FOOD & DRINK	ROMANIA	BUCHAREST	2nd-6th November
YUMMEX MIDDLE EAST	UNITED ARAB EMIRATES	DUBAI	7-9th November
WORLD FOOD	KAZAKHSTAN	ALMATY	2-4th November
SIAL INTERFOOD	INDONESIA	JAKARTA	9-11th November
SIAB EXPO	MAROC	CASABLANCA	9-12th November
INTERFOOD & DRINK	BULGARIA	SOFIA	9-12th November
PLMA CHICAGO	USA	CHICAGO	13-15th November
WORLD OF FOOD	CHINA	BEIJING	16-18th November
SWEETS & SNACKS CHINA	CHINA	BEIJING	16-18th November
MIDDLE EAST NATURAL & ORGANIC	UNITED ARAB EMIRATES	DUBAI	28-30th November



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## Market commentary

When it comes to export, the chocolate - confectionary industry is one of the most dynamic industries in the food sector in Poland. Polish producers have enormous possibilities for export. It is worth noting that for a few years now, chocolate-confectionary products are ranked at 1st place, in terms of value in the export of highly processed food, thereby making them a hit in the export market.

Currently, the value of the confectionary market is estimated to be approximately 13 billion PLN. Export was estimated to more than 1 billion EUR, around 1/3 of production. Polish confectionary is exported to more than 60 countries worldwide. Approximately 70% of export is designated for EU markets and the rest is delivered to countries like: USA, Canada, China, India, Saudi Arabia, Israel, Turkey or Russia.

Every year, the value of Polish confectionery export is increasing. In the years, 2009-2012, growth in export was around 50%. In addition, there was an increase in the value of exports in years 2013 and 2014, in comparison to the previous year. This increase in the value of exports is estimated to be several percent from year to year.

We estimate that in 2015, the export of chocolate, candies and cookies will increase again,

as the first three quarters were very successful. From January till end of September 2015, the value of export was approximately 13% more for chocolate and products made from cocoa, as compared to the analogical period in 2014. During the same period, the value of foreign sales of other confectionary, including white chocolate increased by approximately 11%.

For years, chocolate products have had the largest share in exports, in terms of both quantity and value of confectionary.

Regardless of the fact that a major share of the Polish export is delivered to EU markets, for the last two years, we have been competing on the Chinese market and

focusing on Middle East countries. These markets have the potential for high growth. In 2014, sales of confectionary to China increased by almost 14 times and exceeded 60 million Euro. In 2015, we are expecting to improve this result.

Our producers perfectly assessed the situation that the local market has certain stagnation and the best solution is to search for customers abroad. Hence, there is such a high interest in developing exports.

Furthermore, especially in the chocolate sector, we have excellent products and outstanding technologies. We are not conquering only by price but mostly by providing high quality.



**POLBISCO**

**Marek Przeździak**  
Chairman of the Board  
Polbisco Polish Association of Producers  
of Chocolate and Confectionery Products



Śnieżka-Invest Ltd. has been on the Polish market since 1946. The company is a manufacturer of a wide variety of sweets, a well-known its customers of the most delicious candies Michałki® and Michałki z Hanki®. Also gained recognition another sweets, such as Truffles, Jellies in chocolate and premium line products. Following the changing needs also joined to our offer the gluten-free products.

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## Polish consumer preferences

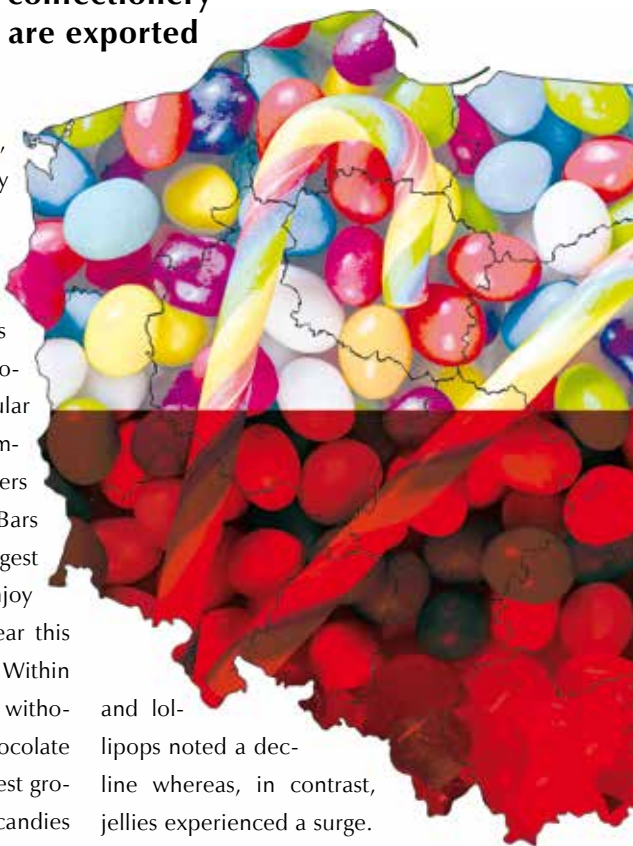
**3.5 kg** – this is how much sweets an average Pole consumes within a year.  
**More than €3,25 billion** – this is the value of the Polish confectionery market. Over 70% of this value is export. Polish sweets are exported to more than 60 countries worldwide.

But how does the sweets market look like in Poland? Polish confectionery market is fragmented and difficult. 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 com-

panies 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.



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## CONSUMER PREFERENCES

According to the survey made by TGI Milward Brown SMG/KRC, in the period April 2014 – March 2015, 79.2% of Poles declared that they consume chocolate bars. Among the most commonly consumed chocolate brands, the first place with a score of 35.04% was taken by Wedel. The second place was taken by Milka (23.13%), the third place by Alpen Gold (17.13%), the fourth by Wawel (12.30%), the fifth by Goplana (8.50%). Further five brands specified by respondents are Nussbeiser (4.92%), Terravita (3.34%), Nestle (3.00%), Kinder Chocolate (2.81%) and Lindt (2.69%).

56.6% of respondents declared consuming wafers covered with chocolate. Grześki (Colian) received most, i.e. 33.00% of the votes. The second place in this category was taken by Prince Polo wafers (Mondelez) – 27.60%, the third place was taken by Princessa from Nestle (18.98%). Further places were taken by Góralki with a score of 12.66%, Kinder Bueno (6.17%), Knoppers (6.12%), Kit-Kat (5.66%), and other brands.

59.6% of Poles declared consuming pre-packed cookies. From among the most frequently consumed brands, respondents mention Delicje Szampańskie – LU (18.00%), Wafle Familijne – Jutrzenka (13.34%), Biscuits with jelly covered with chocolate – Wedel (10.65%), Jeżyki – Jutrzenka (8.94%), Pieguski (7.61%), Pierniczki Alpejskie – Wedel (5.63%). Further five places, with results below 5%, were taken by Pryncypałki – Dr. Gerard (4.69%), Deserowe – Krakuski (4.00%), Kokosowe – Krakuski (3.96%), Toruńskie Pierniczki – Kopernik (3.94%) and Gingerbread covered with chocolate – Bahlsen (3.27%).

56.9% of Poles interviewed declared consuming candy bars. Snickers bar, with a score of 25.11%, is the leader. Mars scored 12.35% of the votes, Pawelek scored 11.38%, Lion (10.03%), Twix (9.89%), 3 Bit scored 8.82%. From among the bars, respondents selected Bounty, Bajeczny, Milky Way, Kinder Mleczna Kanapka, Maciek, Danusia and other brands.

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

most often purchased brand, 26.28%. Further positions were taken by Mieszanka Wedlowska, Raffaello – Ferrero, Merci, Toffifee, Alpejskie Mleczko – Milka, Mieszanka Krakowska – Wawel, Michalki zamkowe – Wawel, Kinder Surprise – A chocolate egg with a surprise – Ferrero, Michalki of Hanka, Michaszki – Mieszko, Tiki Taki – Wawel, Plums covered with chocolate – Goplana and other brands.



photos: Polish stores

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 flavors, as well as new products that are quickly welcomed by Polish sweet lovers.

## ZPC MIESZKO S.A.

**MIESZKO**  
PRALINES

## ZPC Mieszko S.A.

8b Chrzanowskiego Street  
04-292, Warsaw, Poland  
Phone: +48 22 10 55 400  
Fax: +48 22 10 55 415  
office@mieszko.com.pl  
www.mieszko.pl

ZPC Mieszko S.A. is the manufacturer of sweets, with a history of several years and a widely-recognized brand. The company was put into operation in 1993, continuing more than fifty years long tradition of Ślązak and Raciborzanka sweets factories. Key brands in Mieszko Group's wallet are umbrella brands of Mieszko chocolate products and a brand of fizzy candies for children Zozole.

## ZPH „ARGO” SP. Z O.O.

11.1 C039



## ZPH Argo Sp. z o.o.

16 Wiejska Street, 37-100, Łańcut, Poland  
Phone: +48 17 247 00 40, Fax: +48 17 247 00 42  
biuro@argo.net.pl  
www.argo.net.pl

Our sweet treats ARGO offer not only consists of traditional lollipops, juicy bubble gum lollipops, hard and filled caramels, but also handmade products, e.g. Easter lambs, Christmas tree icicles or Valentine's lollipops "Hot Hearts". In our efforts we do not forget of milk and chocolate connoisseurs therefore, especially for them, we have prepared a delicious collection of Choco Dolce and Choco Mint sweets.

## Frutini jellies

Frutini jellies are an ideal offering for fans of light fruity sweets. A rich composition of flavours with a delicate, juicy filling dusted in sugar is a perfect idea for a light sweet snack for the whole family.

Frutini 200 g is a novelty amongst jellies. A fresh and unique combination of fruit: lemon, orange, apple and sour cherry with fresh filling and sugar dusting renders a unique flavour to the product. These jellies are equally loved by both children and adults alike, a great alternative to chocolate treats.

www.VOBRO.pl



## Michas

Michas is a sweet filled with peanuts covered in chocolate. This fantastic combination of generous peanut pieces encapsulated by a shell of excellent chocolate will satisfy even the most sophisticated chocolate lovers. Allows yourself a moment of sweet indulgence – share the sensation with your family and friends.

Michas sweets are available in our 200g and 1kg bags, or in a handy 25g bar.

www.VOBRO.pl



## Milanówek

We would like to offer you our bestselling English Butter Fudge in consumer packaging under Buttersby brand. It is made with 4% of butter and can be enjoyed in a variety of flavours, each with a delicious buttery taste.

www.ZPCMILANOWEK.pl



www.ARGONET.PL



## New Evitta candies

The company Ewa Krotoszyn SA has launched a throat herbal candies to the market. They present perfect combination of natural effect of herbs and interesting flavours. Evitta candies appear in two versions, sugar and sugar-free and 5 varieties of flavours: lemon+lime & mint, wild rose & honey, wild rose & elderberry, sage + lemon & elderberry and sage + lemon & honey. All support properly function of immune system by the content of vitamin C. Additionally herbs such as: sage, mint, chamomile have soothing and calming effect on the throat. Unique flavour complements the whole. The product is available in 60g bags. They perfectly fill as well classic as health food shelf.

www.EWA-SA.PL





## Next

New line NEXT – really good and simple cookies, inspired by family kitchen, based on the traditional home recipe. They are a great alternative for breakfast, can be also serve as a snack at school or work. Cookies are manufactured from the natural ingredients: not contain preservatives, 0 Trans Fat, 0 Cholesterol. Cookies look nice and attractive. Shelf-life of the products is 12 months.

www.BOGUTTI.com



## American Cookies 135g

Are sure to please chocolate lovers off all kinds, with a delicious blend of both milk and dark chocolate!

Chocolate chips cookies, delicate and chocolate at the same time. It's a nice taste experience for breakfast and for coffee break.

Bogutti guarantees high quality and promises maximum satisfaction with the unique chocolate taste.

www.BOGUTTI.com



## Cherrissimo Exclusive

Cherrissimo Exclusive is an appetizing and enticing combination of cherry and intensive flavor of three exclusive alcohols – rum, amaretto and white wine. Juicy and extremely cherry inside enriched with elegant alcohol is locked in a new and original Cherrissimo Exclusive.

www.MIESZKO.pl



## Big chocolate tablets

For the biggest fans of chocolate Wawel introduced three delicious variants of big chocolate bars with double filling.

You may choose milk chocolate with cream fudge filling or dark chocolates with strawberry or tiramisu filling. Indulge yourself or your loved ones with original flavours Wawel chocolate.

www.WAWEL.pl



## Choco GuTTi 160g

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

www.BOGUTTI.com



## Amoretta Desserts

Amoretta Desserts is an intriguing box of chocolates with enchanting appetizing chocolates. Its delicious chocolates, which not only look like but also taste like a dessert, are its main advantage. It is a first such an innovative solution on polish market.

www.MIESZKO.pl



## Fresh & Fruity Kids Cola

Fruity filled jellies are a perfect combination of multiple fruity flavors with a sweet gooey center, coated in fine sugar crust. It's the ideal proposition for those who prefer lighter flavors like: Pineapple and Orange with a raspberry heart, Lime and Raspberry with a lemon heart. You can also find a special, limited edition of Fresh & Fruity: Fresh & Fruity Kids Cola in an attractive shape, dedicated to young consumers. The taste of cola with lemon filling is perfect refreshment for hot days.

www.WAWEL.pl



## Cardinal®

This composition a distinctive flavour of fruit jelly and dessert chocolate combines freshness and delicate sweetness. There is available in three flavours: orange, lemon and cherry.

www.SNIEZKA-INVEST.pl



## Crunchy puff with seeds

Unique snacks, loved by people who value a healthy and active way of life. A crispy treat with additions that will help you keep your good shape and looks for a long time. Natural ingredients known to have a beneficial influence on health: golden linseed, sunflower seeds and sesame. The unique taste is supplemented by nigella sativa and pinch of salt. When hunger strikes they will be especially appreciated by people who value good figure. Just like our other snacks they are made without any preservatives or artificial additives.

www.BRZESC.pl



## Choco & Peanut, Choco & Fruity

Wide variety of Wawel candies and jellies in chocolate is now available in a new consistent graphic line.

Choco & Peanut are a combination of noble dessert chocolate and nutty filling. Their secret lies in the traditional recipe and the highest-grade ingredients. The Choco & Fruity is one of the best known and beloved Wawel products. Fruity jellies and delicate dessert chocolate together create a gentle and fresh composition. There are four fruity flavors of jellies: sour lemon, ripe orange, sweet raspberry and exotic pineapple.

www.WAWEL.pl



## Michałki® z Hanki Premium

Michałki® z Hanki Premium are unusual chocolates filled with freshly roasted peanuts. Covered in a delicious, natural chocolate they will satisfy their unique taste even the most demanding consumers.

www.SNIEZKA-INVEST.pl



## Puff croutons

Puff croutons is liked by consumers due to the diverse form of consumption. Just like the other products, it can be a tasty snack, but also works well as an additive in soups and creams. Croutons makes soups and creams become thicker consistency and eating them is even more enjoying, not only because of flavor advantages. They are used for example in onion and tomato soups or in cream of broccoli.

www.BRZESC.pl







Sweets made with love





**Crunchy puff with sugar**

Little, sweet snack, which you can tuck to coffee or tea. It works as a standalone sweetness, but is sometimes eaten in an interesting way, previously dipped in tea or coffee. Soaking a puff per second literally makes it quickly absorbs the flavor of the drink.

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

**Crunchy puff with sugar and cinnamone**

Unique, oriental version of traditional, well-known crunchy puff with sugar. A pinch of cinnamome makes the taste of this puff very intensive and has a beneficial influence on our body and mind. Snack made for those who like discover new flavors.

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

**Cereal bars for health**

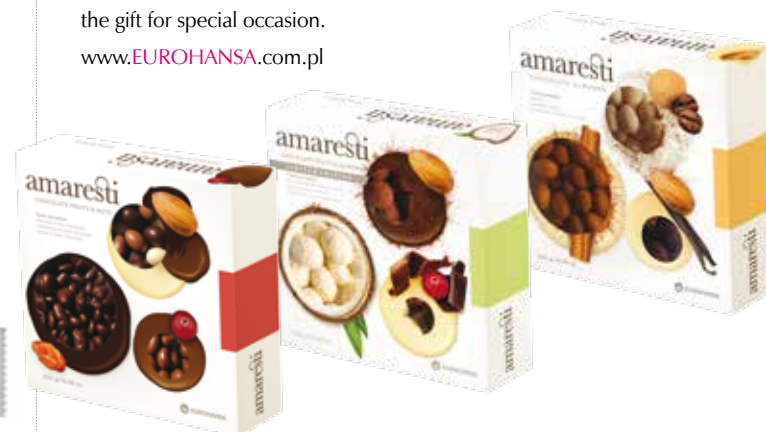
Excellent cereal bars with quinoa, chia and acai which provides with precious ingredients like amino acids, vitamins, Omega 6 and 9 acids which are necessary for the body functioning and the vital energy. They reduce also tiredness and slow down the aging process.

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

**AMARESTI 300g**

Discover these delicious and unique mix of almonds, fruits and nuts covered chocolate in beautiful boxes which are excellent for the gift for special occasion.

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

**Party Jaffa cakes**

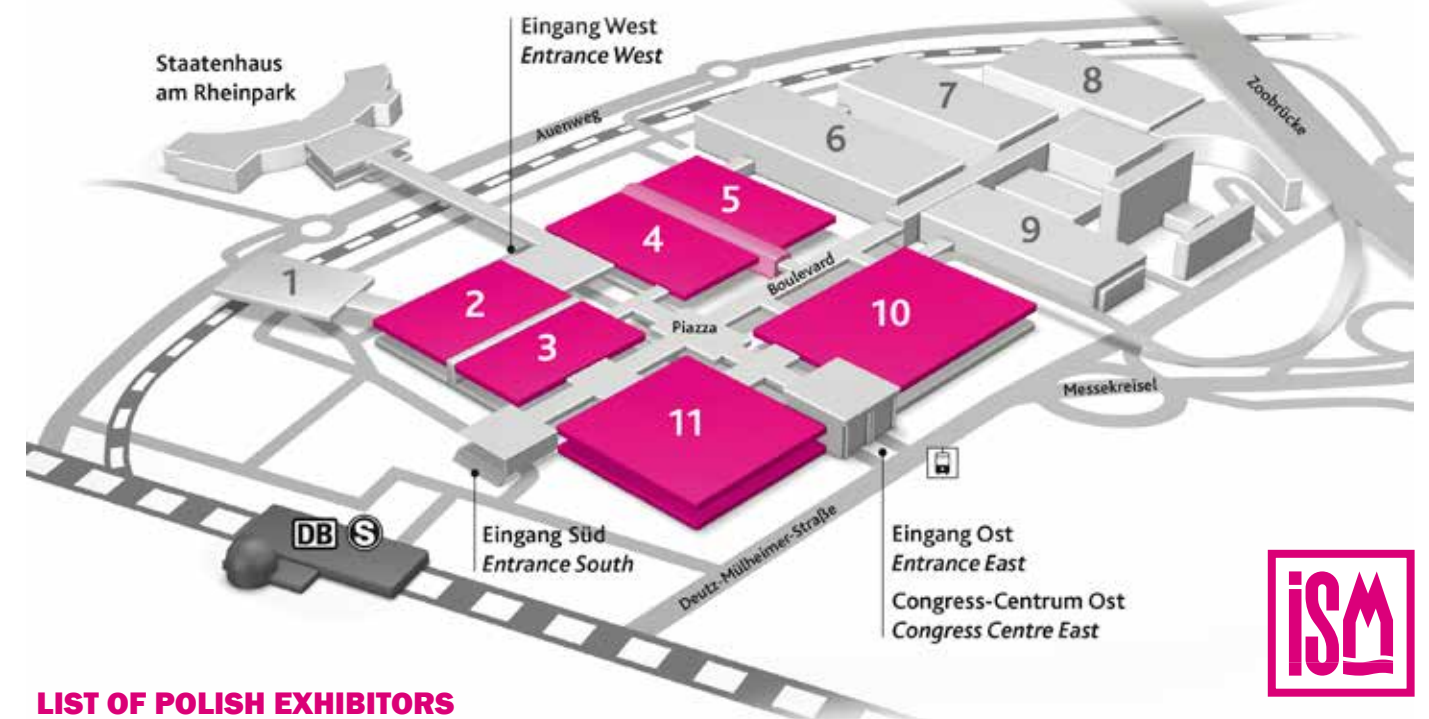
Jaffa cakes are loved since over 80 years throughout the world. Sponge cake combined with fruit jelly covered with delicate chocolate, creates unique taste.

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

**Crunchino**

Creamy filling, crunchy nuts and large pieces of chocolate. Savor a wide range of inviting flavors and sensations.

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

**LIST OF POLISH EXHIBITORS**

Exhibitor	Stand
Agros Trading Confectionery S.A.	10.2 B079
Aksam Sp. z o.o. Sp. k.	11.1 D040
ZPH „Argo” Sp. z o.o.	11.1 C039
PPHU Astra Sp. z o.o.	11.1 C029
<b>BOGUTTI SP. Z O.O. 11.1 C038</b>	
 <p><b>Bogutti Sp. z o. o.</b> Henryków-Uroczę 48 Gromadzka Street 05-504 Złotokłos, Poland Phone: +48 783 956 466 Fax: +48 22 2660119 <a href="mailto:export@bogutti.com">export@bogutti.com</a> <a href="http://www.bogutti.com">www.bogutti.com</a></p> <p>The BOGUTTI company specializes in production of high quality, rich cookies, baked according to the best Italian technologies. Cream fudge is something for the Polish to be proud of... Cream fudges are still the most recognisable Polish “export” product. Bogutti is also a producer of the traditional Polish cream fudge recognisable on the international market. We offer three types of cream fudge: MILK, CHOCOLATE and BUTTER. The secret of Bogutti’s cream fudge is its exceptional taste. We would like to invite you to try our products at the ISM Fairs.</p>	
BMB Sp. z o.o.	11.1 C021
<b>„BRZEŚĆ” SP. J. ZPC 11.1 C039</b>	
 <p><b>„Brześć” Sp. J. ZPC</b> 19 Konarskiego Street 87-880 Brześć Kujawski, Poland Phone: +48 666 279 372 Fax: +48 542 52 27 31 <a href="mailto:arkadiusz@brzesc.pl">arkadiusz@brzesc.pl</a> <a href="http://www.brzesc.pl">www.brzesc.pl</a></p> <p>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.</p>	
Bomilla Sp. z o.o.	11.1 D012
CD S.A.	11.1 D038a

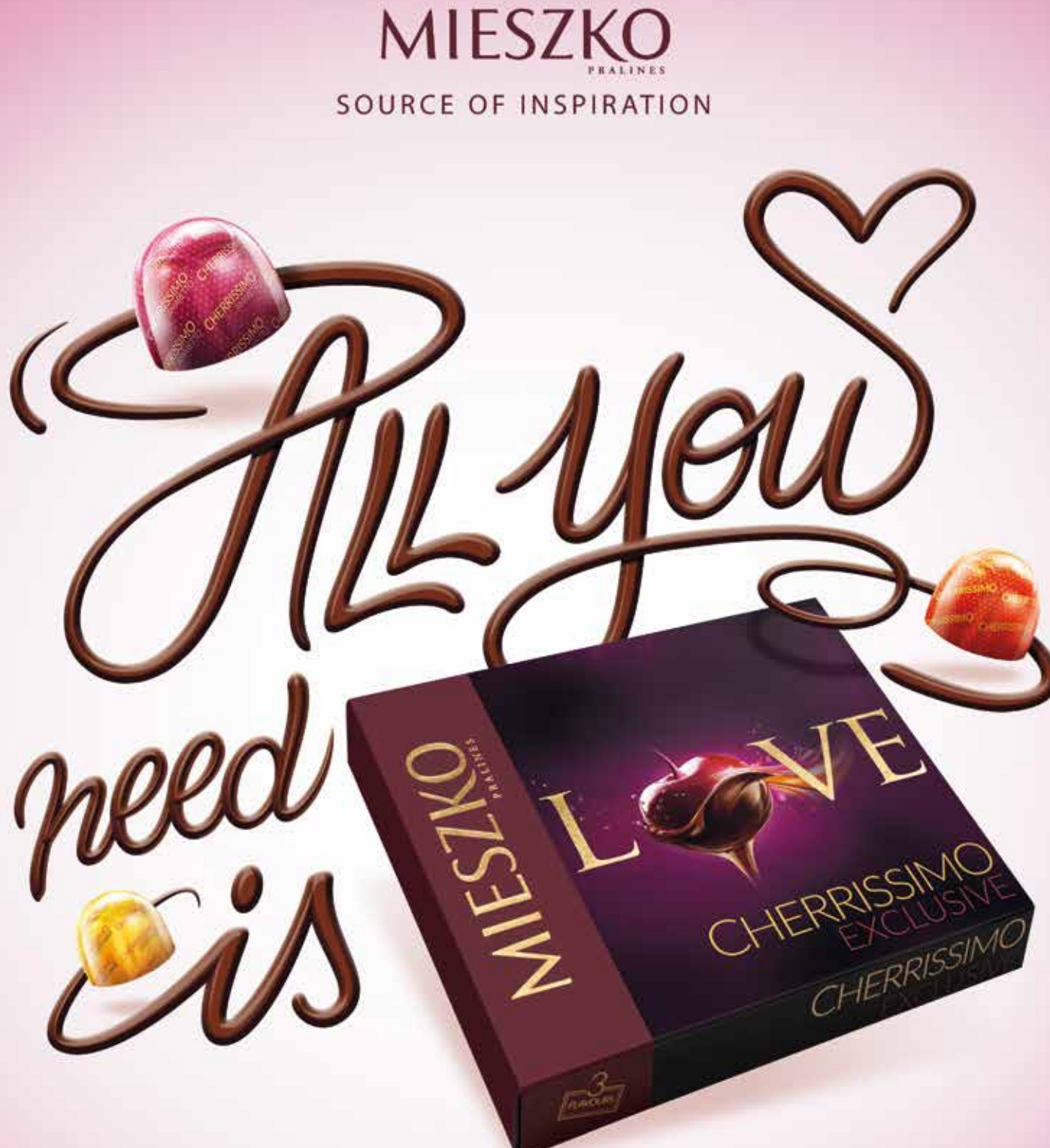
Exhibitor	Stand
Chojecki Sp. z o.o.	11.2 E040
<b>COLIAN SP. Z O.O. 11.2 D028 C021</b>	
 <p><b>Colian Sp. z o.o.</b> 1 Zdrojowa Street 62-860, Opatówek, Poland Export Department: Phone: +48 62 590 33 08 <a href="mailto:export@colian.pl">export@colian.pl</a> <a href="http://www.colian.pl">www.colian.pl</a></p> <p>We are a group of confectionery products cooperating under: Jutrzeńka, Goplana, Solidarność and other brands. Aggregated experiences, technologies and production potentials let us achieve a position of one of the biggest confectionery producers on the Polish market. We are constantly exploring our client's needs, keep high quality, unique taste and nutrition values of offered products.</p>	
COCOMO ART Sp. z o.o.	11.1 J057
Concession Polska Sp. z o.o.	10.2 B091
Cukry Nyskie Spółdzielnia Pracy	11.1 C051
Cuprod Sp. z o.o.	11.2 E040
ZPC Cymes	11.1 C021
<b>GRUPA DELICPOL 11.2 E040</b>	
 <p><b>Grupa Delicpol</b> 8 Grunwaldzka Street 42-125 Kamyk, Poland Export department: Phone: +48 343 10 63 29 <a href="mailto:export@delicpol.pl">export@delicpol.pl</a> <a href="http://www.grupadelicpol.pl">www.grupadelicpol.pl</a></p> <p>Delicpol is as dynamically growing company of the confectionery industry. It was established in 1992 and is the Polish market leader in manufacture of sponge with jelly in chocolate. Delicpol produces also dry biscuits, cookies, cocktail biscuits and gingerbread.</p>	
Dan Cake Polonia Sp. z o.o.	03.2 E018
Dr Gerard Sp. z o.o.	05.2 E021



## LIST OF POLISH EXHIBITORS

Exhibitor	Stand
<b>EUROHANSA SP. Z O.O.</b>	<b>11.1 A035</b>
 <p><b>EUROHANSA Sp. z o.o.</b> Letnia 10-14, 87-100 Toruń Plant in Puławy Wiślana 3, 24-100 Puławy, Poland Phone: +48 81 887 44 14, +48 56 654 70 03 ext.10 Mob. +48 663 199 892 <a href="mailto:export@eurohansa.com.pl">export@eurohansa.com.pl</a> <a href="http://www.eurohansa.com.pl">www.eurohansa.com.pl</a></p> <p>Eurohansa is a family company established in 1989. For more than twenty-five years we have been producing chocolate covered fruits and nuts specialties in Puławy. With about 70 employees competent in production we are optimally positioned to meet the high requirements of our customers.</p>	
Eurovita Sp. z o.o.	10.2 B101
Fabryka Cukiernicza Kopernik S.A.	11.2 D049
ZPC Flis	11.1 H014
<b>FOOD FROM POLAND</b>	<b>11.1 D042</b>
 <p>Food from Poland is an English-language professional FMCG sector Magazine published by Fischer Trading Group Ltd. since 2009. Magazine is available on prestigious, international trade fairs such as: ISM Cologne, ANUGA Cologne, IFE London, PLMA Amsterdam and SIAL Paris.</p>	
Genata European Goods	11.1 D038
Good Food Products Sp. z o.o.	11.2 D041
GRAN-PIK Liwocz Sp. z o.o. Sp.k.	11.2 D059
Instanta	05.2 C020
JPM Sp.c. Przedsiębiorstwo Wielobranzowe	05.2 J016
PPH. Karmel Sp.c. A.M. Dabrowska	11.1 C044
ZWC KARWIT Tadeusz Matyszek	11.2 E048a
Kupiec Sp. z o.o.	05.2 I010
PPHU Lumar Lucjan Walkowicz	10.2 C094
Luzyczne Praliny Sp. z o.o.	11.1 D020
PPH.U. "MADA"	10.2 F089
Magic Brands S.A.	11.1 B051a
PPH Magnat Sp. J. M.Jarocki, K. Dabrowski	11.1 C039
Magnolia Sp. z o.o.	11.1 D028
Majami Sp. z o.o.	11.1 C048
<b>ZAKŁAD PRZEMYSŁU CUKIERNICZEGO MILANÓWEK</b>	<b>11.2 E048</b>
 <p><b>ZPC Milanówek</b> 25 Słowackiego Street 05-825 Grodzisk Mazowiecki Poland Phone: +48 22 780 00 00 <a href="mailto:milanówek@zpcmilanówek.pl">milanówek@zpcmilanówek.pl</a> <a href="http://www.zpcmilanówek.pl">www.zpcmilanówek.pl</a></p> <p>Located near Poland's capital, Warsaw, Milanówek itself is a capital of Polish fudge. For over sixty years the best Polish fudge has been manufactured in this tiny town. Our company, ZPC Milanówek is a proud and successful heir to this tradition. We follow traditional formula to make sure our products are recognized by their unique taste and enjoyed in Asia, Europe, America and Middle East. Most of our fudge in variety of tastes, is exported.</p>	
ZWC Millano K. Kotas ZPCHR	05.2 K021 L028
Mokate Polska Sp. z o.o.	11.1 B041
Ola Sp. z o.o.	03.2 A030
PPH.U. „Astra” Sp. z o.o.	11.1 C029
PPH Soforek Jacek Soforek	11.2 F058

Exhibitor	Stand
<b>PPH MAXPOL SP. Z O.O.</b>	<b>11.1 D042</b>
 <p><b>PPH MAXPOL Sp. z o.o.</b> 479 Puławska Street 02-844 Warsaw, Poland Phone: +48 22 628 06 21 +48 22 625 14 08 +48 22 629 96 21 Fax: +48 22 621 03 73 <a href="mailto:maxpol@maxpol-targi.com.pl">maxpol@maxpol-targi.com.pl</a> <a href="http://www.maxpol-targi.com.pl">www.maxpol-targi.com.pl</a></p> <p>PPH MAXPOL Sp. z o.o. 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.</p>	
<b>ŚNIEŻKA INVEST SP. Z O.O.</b>	<b>11.1 D021</b>
 <p><b>Śnieżka Invest Sp. z o.o.</b> 36 H. Sienkiewicza Street 58-160 Świebodzice, Poland Phone +48 74 665 06 20 Fax +48 74 665 06 65 <a href="mailto:marketing@sniezka.invest.pl">marketing@sniezka.invest.pl</a> <a href="http://www.sniezka-invest.pl">www.sniezka-invest.pl</a> <a href="https://www.facebook.com/SniezkaInvest">www.facebook.com/SniezkaInvest</a></p> <p>The company Śnieżka-Invest Ltd. for 70 years has operated on the Polish market as a producer of high quality sweets. This is a reliable and experienced manufacturer of a wide sweets range that is best remembered by consumers for chocolate candies: Michalki® and Michalki z Hanki®. This year 2016 is particularly important for Śnieżka-Invest due to the celebration of the 70th anniversary of its activity.</p>	
P.W. „Spomet” Sp. J. A. Nowotarski, J. Medrzak, J. Kamiński, M. Adamczyk	11.2 D014 C015
Tago PPC Tadeusz Golebiewski	11.1 H019 J018
Terravita Sp. z o.o.	10.2 B101
WAS Tessa S.c. Marzena Giera, Zbigniew Niewiedzial	11.1 G072
Trebor Robert Bikiwicz	11.1 B051
Union Chocolate Sp. z o.o.	11.1 E039
Uno Foods Piotr Dubicki, Lilianna Jasinska, Lech Palka Sp.J.	11.1 E031
Urbanscy Sp. z o.o. Sp.k.	02.2 G048a
<b>WAWEL SA</b>	<b>11.1 E015 F018</b>
 <p><b>Wawel SA</b> 14 Władysława Warneńczyka Street 30-520 Kraków, Poland Phone +48 12 254-21-10 Fax +48 12 254-21-47 <a href="mailto:export@wawel.com.pl">export@wawel.com.pl</a> <a href="http://www.wawel.com.pl">www.wawel.com.pl</a></p> <p>Wawel SA is one of the most renowned Polish confectionery producers. It offers a wide portfolio of chocolate tablets, chocolate bars and pralines, candies, caramels and fruity jellies. Wawel owes its success to over a century of experience along with continuous development and a modern production process. Permanent care for high quality and global standards resulted in an exceptional growth and development. Today Wawel's products are available in about 40 countries worldwide and the number of loyal consumers is constantly growing. Wawel's mission is to trigger the joy of life with every bite of its delicious sweets.</p>	
<b>ZPC VOBRO WOJCIECH WOJENKOWSKI</b>	<b>11.1 C030</b>
 <p><b>ZPC Vobro Wojciech Wojenkowski</b> 78 Podgorna Street 87-300 Brodnica, Poland Phone: +48 56 493 28 51 <a href="mailto:export@vobro.com.pl">export@vobro.com.pl</a> <a href="http://www.vobro.pl">www.vobro.pl</a></p> <p>TRADITIONAL POLISH SWEETS</p> <p>Vobro's Confectionery Factory was founded in 1986 in Poland. Vobro's mission is to fully satisfy Customers' needs by producing high quality and safe confectionery products. Vobro's product range is made up of over 100 chocolate confectionery products (pralines and chocolate sweets), jellies. Among Vobro's best sellers are dessert chocolates filled with cherries in liqueur, perfectly ripe flawless cherries are selected, bathed in liqueur and packed in luxurious dark chocolate.</p>	



**MIESZKO**  
PRALINES  
SOURCE OF INSPIRATION

**All you need is LOVE**

**MIESZKO PRALINES**  
**CHERRISSIMO EXCLUSIVE**  
**CHERRISSIMO**

FALL IN LOVE WITH THE **NEW CHERRISSIMO EXCLUSIVE**.  
THREE CHOCOLATE TYPES WITH JUICY CHERRY DIPPED  
IN RUM, WHITE WINE AND AMARETTO FLAVOURED FILLING.  
PERFECT GIFT, NOT ONLY FOR THE VALENTINE'S DAY.



MIESZKO INSPIRUJE



mieszko\_inspiruje



# wawel®

## Joy Raiser



Explore the entire range of our chocolate bars



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