

Press Release ANUGA 2017

Salzburg Schokolade will present at ANUGA in Cologne (7th-11th of October 2017, hall 11.2 stand number: G 15) the following innovations to the international trade visitors:

NEW: Crunchy-Chocolate-Bar

The crispy way to enjoy chocolate.

The latest novelty from Salzburg Schokolade has a crispy-clear message: the new chocolate bar is thanks to the ultra-thin wafers and the fine crispies a pure crunchy chocolate temptation. Delicate wafers are filled with finest hazelnut cream and covered with milk chocolate. For the extra crunch, crispy flakes are spread over the chocolate bar. This is the perfect snack and ideal for those who want to enjoy the lightly and crispy way. The crispy bar is available as single-pack for the impulse area and as trio-pack on shelf for the family shopping during the weekend.

NEW: Maria Theresia Taler available now in convenient bag and small gift box Salzburg Schokolade is launching Maria Theresia Taler gift box with 6 chocolate medallions and a convenient bag with 8 pieces to celebrate the 300th birthday of the great empress.

The product family of Maria Theresia is growing to meet the high demand of the market. The customer may choose between a gift box with 12 chocolate specialities and now with 6 pieces. The real chocolate fan may also buy the practical bag with 8 double filled chocolate medallions with light and dark nougat cream – the perfect treat for yourself at home. The Maria Theresia line now offers a product for every budget – from the precious gift box to the convenient bag. Because now and then everybody loves to enjoy finest confectionary at home – just for oneself.

NEW: Chocolate medallions in two special editions “Klimt” and “Vienna”

To honor the world-famous painter Gustav Klimt and Austria’s beautiful capital city, Salzburg Schokolade launches two valuable special editions with chocolate medallions.

The Austrian Chocolate-Maker is famous for its chocolate medallion creations and expanded its range by two further special editions. The delicious medallions made from tender milk chocolate are filled with finest nougat cream and crispies. Each edition has 6 pieces in one exclusive gift box. The Vienna edition is very convincing because of its red-white design (according to the Austrian flag) and wears the most famous Viennese sights as the “Karlskirche” (church of Karl), the “Riesenrad” (ferris wheel) and the city hall. The Gustav Klimt packaging and chocolate medallions are decorated with two of his extraordinary artworks, „The Kiss“ and „The Bride“. Both paintings have been drawn in his typical colorful style with golden ornaments. The ideal souvenirs for your next trip to Vienna.

More information and foto download here: <http://www.schoko.at/de/presse>

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Salzburg Schokolade: Salzburger Schokoladenmacher seit 1897

Salzburg Schokolade is a **traditional, family owned Austrian confectionary manufacturer** located in Grödig, close to Mozart’s native city of Salzburg. The history dates back to the 19th century and here the art of confectionary is still cultivated. At Salzburg Schokolade they are particularly proud of the famous **“Echte Salzburger Mozartkugel”** by Mirabell, manufactured exclusively for Mondelez. Furthermore, national and international partners are provided with labels **as Salzburg Schokolade, Maria Theresia or Salzburg Confiserie** – but also with private labels. Part of the product range is also the well-known **Bobby chocolate bar**, an Austrian sweet icon, delicious chocolate specialities, exquisite wafers, chocolate coated products and many more. Salzburg Schokolade manufactures also high quality semi-finished products (as nougat, chocolates, glaces, frosting, etc.) under the traditional Austrian brand **nordpol** for professional users as bakers and confectioners. In addition to the plant in Austria, Salzburg Schokolade operates another plant in Plana (Czech Republic), that offers tailor-made **co-packaging solutions** for food and sweets.

Grödig, October 2017