

## Press Release ISM 2018

**Salzburg Schokolade will present at ISM in Cologne (28th – 31st of January 2018, hall 11.2, stand number: E031) the following innovations to the international trade visitors:**

### **NEW: Maria Theresia Praline**

**Finest chocolates with double nougat cream filling and hazelnut.**

Because of the successful launch of the chocolate medallions under the Maria Theresia brand, the range will be enlarged with filled chocolates. The finest praline temptation from tender milk chocolate is filled with light and dark nougat cream and a whole hazelnut – a dream made of confectionery for all nougat-lovers. The premium chocolates are wrapped in golden foil with the picture of Maria Theresia, the great empress, on it and are available in noble gift boxes. In order to enjoy the finest confectionery at home, there are practical bags obtainable too. A truly imperial pleasure.

### **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. The fine wafers are filled with finest hazelnut cream and dipped into milk chocolate. For the extra crunch, little crispy flakes are spread over the chocolate bar. This is the perfect snack and ideal for those who want to enjoy chocolate snacks the lightly and crispy way. The crispy bar is available as single-pack for the impulse area and as trio-pack for the shelf for the family shopping during the weekend.

### **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, glaze, 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.

For more information please visit [www.schoko.at](http://www.schoko.at)

Grödig, January 2018