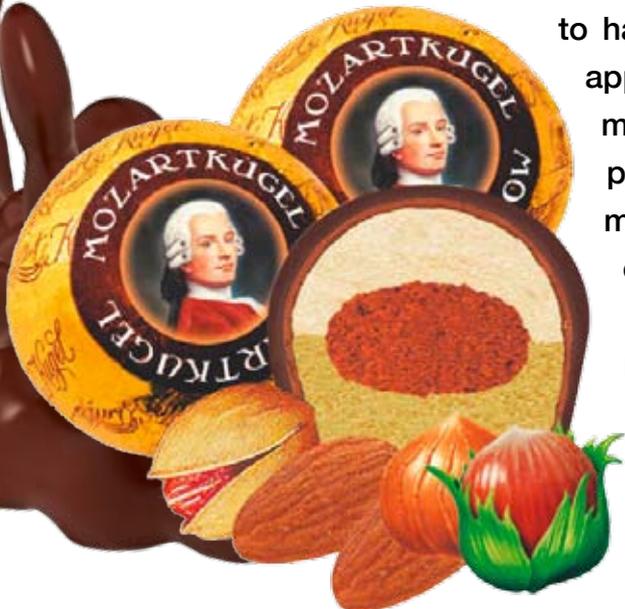




## MELT-IN-THE-MOUTH LUXURY

Chocolate is the ultimate sweet treat loved by young and old alike and available in a host of different guises. The unique flavour of chocolate and a melting point that corresponds exactly with body temperature are what make this melt-in-the-mouth delicacy so popular. Germany ranks among the top three European countries with the biggest per capita consumption of chocolate. Although the financial crisis seems to have affected the chocolate market in general, it appears that the premium sector is benefiting. With more expensive treats such as foreign holidays or pricey consumer goods now beyond the reach of many, people are instead opting to treat themselves on a small scale with a better quality chocolate. For Halloren Schokoladenfabrik in Halle this development is giving the oldest chocolate manufacturer in Germany a welcome boost in a highly competitive market.





▶ The German per capita consumption of chocolate products in 2013 was 9.29 kg (source: BDSI). This enthusiasm for chocolate nevertheless only managed to put Germany into second position amongst Europe's chocolate lovers in 2011, lagging behind Switzerland with just over nine kilos of chocolate consumed per person (source: Statistica 2014).



**The Händel truffle was created for the celebrations commemorating the composer's life.**



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▶ The German market is currently dominated by a handful of large manufacturers with well-established brands and marketing machinery.

However, in recent years there has been a slight but discernable trend away from mass-produced goods towards the premium, artisan chocolates sector.

This ongoing trend is benefiting medium-sized manufacturer Halloren.

The trend corresponds with other lifestyle trends involving premium quality products, such as olive oil or coffee. Successful brands have been able to widen their customer base by convincing consumers that the superior quality is well worth the extra cost. ▶▶▶▶▶

**Halloren also makes truffle shells for filling by other manufacturers.**





▶ With a history that goes back over 200 years, Halloren has built up a certain amount of brand awareness in the German market.

The company was founded in Halle in 1804. In 1854 it was taken over by Friedrich David and remained in the hands of the David family for the next 100 years. David built up the factory and the company, even opening a Viennese-style café with 1,400 seats in 1896.

In the second world war the factory was pressed into war production, making aeroplane parts. After the war it was taken over by the East German state and in 1952 it was renamed Halloren Schokoladenfabrik. ◀



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