

# Confectionery

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Mars Wrigley UK

# Bringing flavour and texture

DETAILS

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KEY BRANDS

Mars  
Galaxy  
Snickers  
M&M's  
Maltesers  
Starburst  
Skittles  
Extra

➔ Mars Wrigley's portfolio of brands is performing well, reports Nick Reade, sales director at Mars Wrigley UK. "We've had a pipeline of innovation and brand investment over the past year that has resonated well with consumers.

"At the beginning of last year, Mars Wrigley launched the 'Get Your Ding Back' campaign promoting confidence in making positive connections with others, after months of restrictions, with Extra at the centre. The campaign supported the gum category as refreshing on-the-go became relevant again."

Skittles Giants Crazy Sours and Skittles Chewies were launched after extensive consumer research showed that, for fruity confections, shoppers expect variety in flavours and textures, he explains.

"With sours being the second most incremental flavour in the category<sup>1</sup>, the launch of Skittles Giants Crazy Sours could not have come at a better time. Similarly, Skittles Chewies were developed to shake up a much-loved classic and bring excitement to the category. The shell-less, chewy sweets offer alternative flavours and textures that consumers seek."

**Easter insight**

New to the shelves this Easter will be Mars Wrigley UK's Galaxy Creamy Truffle Mini Eggs, a foil-wrapped indulgent treat. The Creamy Truffle will be available marketwide. "These delicious mini treats are targeted to older consumers seeking a luxurious option," says Reade. "Seasonal products can encourage permissible and impulsive treats, creating an opportunity that retailers won't want to miss. This year, Mars Wrigley will be focusing on its two biggest Easter brands – Maltesers and Galaxy – to help drive sales and boost category growth in the lead-up to Easter 2022. Customer favourites from last year, including the Maltesers Orange Bunny, will be back by popular demand. Since 2019, sales of orange chocolate have grown by 59%<sup>2</sup>."

Following its successful launch



“With sours being the second most incremental flavour in the category, the launch of Skittles Giants Crazy Sours could not have come at a better time”



last year, the Maltesers White Mini Bunnies' pouches will also be available in all major retailers, he adds. "Mars Wrigley continues to listen to consumers and create products that retailers will profit from."

**Innovation pipeline**

Over the next year, the company has a flurry of innovation in the pipeline and will continue to bring excitement to the confectionery category with its dynamic product development programme.

"At Mars Wrigley, we think every moment should be celebrated, not least because of lasting impacts of Covid-19. That is why we are focusing on the all-important 'mini-moments'. Consumer favourites including, Celebrations, Galaxy Bars as well as Galaxy and Maltesers Truffles will be at the forefront of this initiative, encouraging consumers to make the most of every mini-moment."

Source

<sup>1</sup> Mars Wrigley internal consumer insight  
<sup>2</sup> NielsenIQ Scantrack, Easter, data to w/e 03.04.21



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This supplement to The Grocer was published by: William Reed Business Media Ltd, Broadfield Park, Crawley, West Sussex RH11 9RT. TEL: 01293 613400  
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## Analysis



# Keeping a balance

**While the on-the-go impulse market is returning as Covid-19 restrictions ease, the sharing bag market is still vibrant as hybrid working and 'big night in' moments continue. Plus, the challenge of HFSS looms large**

 2022 looks likely to be an interesting year for the confectionery sector. As Covid-19 restrictions have eased, a clear return to on-the-go impulse purchasing has emerged, yet the established 'big night in' trend has seen the continued success of sharing bag formats. However, possibly the most challenging aspect on the horizon is the looming high-fat, -sugar and -salt legislation, due to come into force in October, which will require suppliers to consider reformulation and retailers to reconfigure their stores.

"The impulse category was hit particularly hard during the pandemic with consumers minimising trips out, due to the Covid restrictions in place, says Sarah McDermott, senior brand manager for Cloetta UK. "There was a move to fewer, bigger planned shops and as a result, less on-the-go purchase

opportunities for our brands. As restrictions have lifted, we have seen an upturn in sales of our impulse lines with consumers returning to previous shopping behaviours. Sharing bags have continued to perform well, driven by the 'big night in' trend, which is still evident post lockdown."

Susan Nash, trade communications manager at Mondelez International notes that, at the onset of the pandemic, formats such as tablets, sharing bags and multi-packs became more important as shoppers looked for familiar and well-loved treats to share at home. "However, with lockdown restrictions now lifted, we've seen the impulse occasion return across single-format confectionery with latest MAT and 12-week data showing singles in growth<sup>1</sup>."

The treat and sharing occasions seen during the pandemic-influenced big

night in are now joined by on-the-go and impulse occasions where consumers tend to reach for smaller pack sizes, agrees Nick Reade, sales director at Mars Wrigley UK. Pouches that contain individually wrapped items with a variety of flavours are ideal for the sharing occasion, while price-marked packs (PMPs) have driven impulse sales across the category. "It is imperative for retailers to stock a range of formats to suit consumers' varied needs as consumption habits continue to shift," he adds.

"Sharing is key to confectionery," adds Bazooka Candy Brands international marketing manager Robert Dry. "With more time spent in the home in 2021, family nights in with a movie and selection of favourite snacks has brought even more importance to the already growing category of share





## Harking back

There has been a huge trend towards nostalgia in 2021 reports Bazooka Candy Brands international marketing manager Robert Dry. “In these difficult times, consumers – children and parents alike – are returning to brands they know and trust. Our top two performing brands of 2021 – Ring Pop and Push Pop – were our most established. With Ring Pop first launched in 1977 and Push Pop a firm children’s favourite since the 1990s, it is clear nostalgia.”

“Nostalgic products are always a popular choice with retailers and their customers,” says World of Sweets marketing communications manager Chris Smith. “This type of confectionery will never go out of demand, which is why the products we’re developing with Vimto are so popular.”

The role of indulgent and nostalgic flavours within confectionery has never been greater, with consumers increasingly finding solace in foods that transport them back to simpler times, says Grenade managing director Phil Greenhalgh. “That said, especially in our sector, it isn’t all about indulgence, products must also be healthy, providing a functional benefit.”

“Nostalgia continues to be key trend in the confectionery category, with consumers seeking out comfort in familiar brands that they trust and remember from their own childhood,” agrees Cloetta UK senior brand manager Sarah McDermott. “Through our own social media channels, we see this strong nostalgic connection that consumers have with Chewits from their own childhood experience, wanting to recreate those fond memories with their own families.”

Bobby’s Foods, which is celebrating its 50th year in business in 2022, also notes demand to bring back some well-known nostalgic products, with its team going through the archives to revive items that will make a comeback this year, reveals sales and marketing executive Lois Taylor.

bags within confectionery. At Bazooka Candy Brands we’ve seen fantastic growth on both our large share bag option for Rattlerz Sours, while smaller impulse bags have also been working extremely well for us with sales of our Juicy Drop Blasts.”

“The overall trend during lockdown within confectionery was shoppers’ desire to manage treats throughout the week and buy more premium lines in the absence of being able to socialise,” says Levi Boorer, customer development director at Ferrero. “It is important for retailers to continue to offer high-quality products within confectionery... as [there] has been a continuation of premium purchase patterns.” Impulse packs are also important for people on the go, who will be seeking out quick meal deal solutions and little treats for occasional

enjoyment, he says. So single formats of brands consumers know and love will help retailers to re-engage shoppers with the treating category.

While Covid delayed the introduction of Japanese company Morinaga’s Hi-Chew brand into the UK, it will now be rolling out from February 2022, says Vic Azam, senior national account manager at distributor May & Raeburn. “We believe consumers, more than ever, are looking for fun and sensory experiences due to Covid restrictions and Hi-Chew offers interest, excitement and newness to the confectionery category. Unless there are specific health needs, consumers don’t want to compromise on taste,” he says.

Meanwhile Lois Taylor, sales and marketing executive at Bobby’s Foods, highlights the growing economic uncertainty as a factor to be reckoned



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in the months ahead. “As the cost of living continues to increase, consumers have become more money-conscious and look to save wherever possible. Adding in the uncertainty of Brexit and the Covid-19 pandemic economic confidence is fragile and we predict this to only escalate.” As a result, she says, PMPs have become dominant performers in confectionery and are now more important than ever in the convenience sector. “While budgets are tight, a PMP or offer can often encourage shoppers to buy items they originally had no intention of buying.”

Apart from economic fragility, several other factors are influencing consumer purchase decisions. Following Covid-19, health and wellbeing are very much front of mind for shoppers, who are looking for reduced-sugar items and portion control.

“There has been shift towards better-for-you options within confectionery, with lower-sugar or sugar-free alternatives hitting the market,” says Dry at Bazooka Candy Brands. “Currently, consumers can differentiate between sugars and sweeteners and, in most areas of confectionery, artificially sweetened products have not made significant inroads. In our research we have found consumers are clear on sugar confectionery and its role in their diets, with a preference for sugar over artificial sweeteners and a significant rejection of hidden sugars. Parents prefer to manage their children’s sugar consumption by portion control – opting for smaller more premium products or by limiting spend; this trend has been accelerating and will continue to drive the market forward.”

“The pandemic has brought low-sugar, high-protein alternatives to confectionery into the spotlight, with 61% of consumers now more conscious about consuming healthier snacks<sup>2</sup>,” says Grenade managing director Phil Greenhalgh. “By the end of 2021, the protein bar category had returned to 2019 sales levels, with Grenade growing by almost £7m<sup>3</sup>.”

Meanwhile a growing demand for function and health, accelerated by the Covid-19 pandemic, has benefited supplier Blockhead, which offers energy, relaxation and vitalisation gums. Founder Danny Lowe is optimistic about the year ahead, saying Covid-19 has highlighted “the relevance



of functional innovation in a category that is traditionally very uninventive”.

### HFSS: the challenge ahead

Of course, the biggest hurdle on the confectionery category’s horizon will be the government’s HFSS legislation, designed to tackle obesity and due to come into force in October this year.

“Due to HFSS restrictions, 2022 will be one of the most significant years that the UK confectionery category has faced to date,” says Philip Murphy, marketing director at Haribo.

“As a business with significant experience in sugar reduction, reformulation and introducing top-performing new products, we are fully prepared for HFSS changes.

“At our two Yorkshire-based manufacturing facilities in the UK, we have invested millions in reducing sugar. Reformulation is not easy, especially when our products are already significantly lower in sugar

than our competitors’. But, we continue to invest in improving our products and in delivering more consumer choice.”

At Cloetta UK, McDermott says that, for the months ahead, retailers and brands will be busy preparing for the new HFSS rules to be implemented through range rationalisation and new store layouts. “With a ban on multibuy promotions and product advertising coming into effect at the end of the year, confectionery brands will need to focus on brand equity building marketing strategies, to ensure they’re top of mind for consumers at the point of purchase. Inflationary price pressure will start to hit consumers’ pockets, so value for money will be of increasing importance in consumers’ product selection.”

Confectionery companies are deploying a range of strategies to address the HFSS issue. Mondelez recognises its shared responsibility to help address public health concerns, says Nash. “We play our part by



# Addressing the plant-based market

“Consumers are more focused on improving their health and wellbeing and are doing so by adopting healthier practices, this includes a shift towards more conscious eating, whether that be awareness of HFSS products, or meat and dairy consumption,” says Stuart Johnston, managing director of Kervan Gida UK.

“The increasing evidence and education around its benefits mean we are seeing greater consumer willingness to adopt a plant-based lifestyle. So much so that during lockdown, 65 million more people consumed

plant-based main meals, which equates to an 85% increase compared to pre-lockdown<sup>1</sup>.”

Cloetta UK senior brand manager Sarah McDermott says: “The vegan trend shows no signs of slowing down, with consumers increasingly looking for gelatine free and plant-based ingredients. Chewits taps into this trend with Juicy Bites and Xtreme Bites, both suitable for vegans.”

“There is an increasing consumer appetite for varied snacking options and plant-based alternatives have never been more apparent,” says

Mondelez trade communications manager Susan Nash. “In fact, Veganuary has already exceeded last year’s total sign-ups of 580,000 people, with more than 600,000 consumers having attempted to follow a plant-based diet this year.” Mondelez has introduced Cadbury Plant Bar in smooth chocolate or smooth chocolate with caramel pieces, which replaces the traditional milk with almond paste and rice extract.

“The growth in plant-based and vegan alternatives continues to gather momentum, with the Veganuary

2021 Official Survey showing chocolate was the non-vegan product 18% of participants missed the most,” says Ritter Sport UK & Ireland head of marketing Katy Clark. “Our consumers have been asking for a milk chocolate alternative with the same taste and texture as milk chocolate for the last couple of years. The brand has recently launched its first vegan branded chocolate offering, Ritter Sport’s Without Moo, which is plant-based, with just four all natural ingredients; cocoa, sugar, cocoa butter and almond paste.” Initially this is

available from the brand’s D2C Choco Shop, but in 2023, it will look at grocery and convenience for a UK & Ireland specific Vegan Without Moo bar, she reveals.

“Vegan and plant-based has grown considerably,” says World of Sweets marketing communications manager Chris Smith. “The demand from retailers is strong and they are taking the lead from customers who are looking for more options.

“We’re seeing sales of vegan products double year on year and our range is increasing at the same rate to keep up with demand.”

focusing efforts on the factors that we believe will have the greatest impact – portion control, reformulation, innovation and consumer awareness and education.” The company has already pledged to bring 100% of its products typically bought for children to under 100 calories and all Cadbury bars sold as part of a multipack to under 200 calories. Reduced sugar variants have also been introduced in the form of Cadbury Dairy Milk 30% less sugar and Maynards Bassetts Wine Gums 30% less sugar.

Ferrero’s Boorer says that a focus on encouraging responsible treating and offering small portions is the best approach to tackling the new legislation. “Small, individually wrapped portions have been part of the Ferrero philosophy for over 70 years and 93% of our products come in portions of less than 150kcal,” he says.

At Kervan Gida UK, managing director Stuart Johnston says: “Our

strategy is to focus more on quality over quantity. We understand that our products should be consumed in moderation; to support this thinking, we will continue to take particular care with pack sizes, portion control, and serving recommendations.

“We will also continue to grow our product range with fruit snacks, high fruit juice products, and lower sugar options; however, confectionery will remain at the core of our range.”

“With HFSS on the horizon, shelf standout will play a key role in attracting consumer attention at point of purchase,” says Bazooka Candy Brands’ Dry. “Within kids’ sugar it will be about bringing the shelf to life with POS, appealing SRPs and exciting products within a range which maintains the core selling lines but is also regularly refreshed to bring new lines in.

“Kids’ confectionery should continue to warrant its space in store,” he adds. “It is important for retailers

to understand how a good kids confectionery range can benefit their store as a footfall driver through the ‘sweet reward’ occasion of parents or the ‘socialising’ occasion of older kids.”

HFSS will affect Hi-Chew less than other brands, as “we do not have campaigns that need to be changed”, says Azam. “The international success of Hi-Chew has been based on sampling where we enjoy better conversion rates from awareness to trial and trial to repeat purchase due to our unique taste and texture. This strategy will be employed as close to the point of purchase as possible.”

## Tropical and citrus to the fore

Big flavours are set to be popular during 2022, especially tropical, as we all look forward to spending time in more exotic climes after the restrictions we have faced over the last few years, says Haribo’s Murphy. “We have all missed our time away, which has included the

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scents and flavours that we experience when we are on holiday.

“Sour products have and will continue to be a key growth area too. Reinforcing this, Tangfastics is the number one product in the market and is seeing growth of 8.7% in value sales<sup>4</sup> versus 2020. Last year also saw Haribo launch two sour products, with Sour Sparks and Twin Snakes now the top selling new product lines<sup>3</sup>.

“Sours products are becoming increasingly popular as we’ve seen with our Bobby’s Mega Sour Range, which has increased in value to over £3.3m in 2021<sup>5</sup>,” agrees Bobby’s Foods’ Taylor. “People like to push their sensation of taste and while innovation around flavour intensity continues, so does the demand for taste beyond the norm.”

Fruity flavours are becoming increasingly popular, says Mars Wrigley UK’s Reade. “Research has shown that fruity confectionery shoppers expect variety in flavours and textures.” The company also tapped into the sours trend with the launch of its Skittles Giant Crazy Sours last year, three times the size of standard Skittles.

“Citrus flavours and ingredients will gain major interest in 2022, particularly functional lines with added vitamin C, antioxidants, and immune support given consumers’ increased interest in immune boosting foods and supplements during the pandemic,” says Kervan Gida UK’s Johnston.

“Exotic citrus flavours like yuzu, blood orange, dragon fruit, kumquat, and tangerine will feature as more unique flavour profiles in the year ahead.

“We’ve also seen growing interest in adult beverage-related flavours, with consumers seeking a more premium flavour profile,” he adds. “For example, smoothie flavour confectionery has already gained particular interest over the past year. We believe this will continue into the mainstream, with brands adding spritz-inspired flavours to their ranges.”

Alcohol-inspired flavours are also in vogue with World of Sweets, reveals marketing communications manager Chris Smith, who points to its rhubarb gin flavoured gummies in its Bonds Let the Good Times Be Gin brand. In addition Bonds Happy Hour Cocktail & Fizz gummies gift box has proven popular, he says.

“Younger consumers, in particular, want to try new experiences,” notes



May & Raeburn’s Azam. As such, he feels that Hi-Chew’s exotic flavours of dragon fruit, acai and passion fruit will appeal to them.

“With consumers seeking out excitement and adventure after a difficult few years, they will be looking for new flavour experiences,” says Cloetta UK’s McDermott. “Indulgent and premium flavours will be popular as a point of difference to the more traditional fruit flavours seen in the category.” The Jelly Bean Factory is introducing four new flavours to its 36 flavour mix – Salted Caramel, Forest Fruits, Cherry Blossom Soda and Peach Blossom Tea – delivering a “unique sensory experience”, she says.

Right now, consumers can’t seem to get enough of peanut-flavoured products, says Grenade’s Greenhalgh. “Understanding the power of peanuts first-hand, Grenade’s Peanut Nutter and White Chocolate Salted Peanut flavours are both in our top 10 best-selling bars<sup>6</sup>”

“While not a new trend, salted

caramel continues to appeal to the masses, with the flavour certainly standing the test of time,” he adds. Proof of its popularity is the success of Grenade’s Chocolate Chip Salted Caramel bar, he notes.

“Mintel shows there is significant demand for new flavoured chocolate,” says Ritter Sport head of marketing Katy Clark. “Nearly half (44%) of chocolate consumers say they would be tempted to buy a new chocolate product if it had a new flavour<sup>7</sup>.” In addition, 59% of people drawn to new chocolate flavours say they find new tastes particularly appealing<sup>7</sup>. The company is catering to this with a new salted caramel SKU being added this year to its travel-inspired summer range and is promising “two new exciting flavours” for its winter editions.

“Orange will continue to be a popular flavour trend within chocolate, with the positive performance of recent NPD Cadbury Twirl Orange, Cadbury Orange Giant Buttons and Cadbury Dairy



Milk Orange tablet demonstrating the consumer demand for orange-chocolate products in the UK market,” says Mondelez’s Nash

“Another unique flavour within the sugar confectionery category is watermelon, with a 90% consumer appeal. The launch of Sour Patch Kids Watermelon, therefore, is set to be a hit with shoppers in the coming months.”

Blockhead’s Lowe points out that products with functional benefits will also be in demand due to consumers looking for healthy and innovative alternatives. “Sweets are a brilliant way to deliver functional benefits due to their small, enjoyable format, which can be taken on the go,” he says. “This is driven partly by long-term consumer trends which have dominated other categories (the rise of energy or vitamin drinks and protein bars), but is accelerated by HFSS legislation, which will direct consumers to these more innovative products in-store. 2022 will be the year when this functional element to sweets moves over to more mainstream impulse retail shelves.”

### Meeting sustainability expectations

During the pandemic, consumers also saw how their decisions can directly impact the environment and they’re seeking out brands that align with their values, says Kervan Gida UK’s Johnston.

“Consumers now expect brands and retailers to care beyond revenue,” he adds. “It’s not as simple as churning out NPD and expecting it to be a roaring success with no regard for the brand, its values and how it’s perceived by the consumer. Consumers are more discerning than they once were. They are paying more attention to what they consume, and they demand transparency when it comes to product formulation and supply.

“Many brands within our sector are making sustainable improvements to their supply chains, and [our brand] Bebetto is no different, he notes. Vegan-approved options, palm oil-free formulations and reduction of plastic packaging are just a handful of examples of improvements brands like ours are making to meet consumer demand for more sustainable products.”

“One trend retailers can’t ignore in 2022 is the rise of the conscious consumer and the demand for products that are good for people and nature,” agrees Ritter Sport’s Clark.

“All our bars are made with 100% certified sustainably sourced cocoa and all natural ingredients. Last year, we marked another huge milestone in Ritter Sport’s sustainability journey with the launch of Don Choco, a limited-edition dark milk chocolate bar, made at the brand’s own cocoa plantation in Nicaragua. El Cacao is the world largest privately owned cocoa plantation at over 2,500 square hectares with over two million cocoa trees. We believe this is the best way to grow and source cocoa, in harmony with people and nature.”

She adds that, last year, Ritter Sport was officially recognised as a carbon-neutral company, verified and validated retroactively by independent external testing body, TÜV Nord Cert GmbH.

At Mondelez International, the focus is on making our snacks sustainably by using less energy, less water and creating less waste,” says Nash. “We want to drive change at scale and concentrate on the areas where we can make a real difference, led by clear, science-based targets.

“Mondelez’s biggest impact on the world is made where it sources its ingredients, she adds. “Building a resilient supply chain by ensuring the sustainability of our ingredients is an important area of focus; driving out deforestation, protecting natural resources and enhancing the businesses of our farmers through our Cocoa Life and Harmony Wheat programmes.”

In addition, the company has optimised and reduced packaging where possible removing 6.4 million plastic windows from its Cadbury shell Easter egg range last year, for example. In the UK, six of its production sites now use 100% renewable electricity, offsetting the equivalent of 2,900 people’s annual CO<sub>2</sub> emissions.

Mars Wrigley is now sourcing 100% of the cocoa for Galaxy Smooth products responsibly, says Reade, and is working to sourcing all its cocoa responsibly by 2025. The company is also planning additional packaging reductions for its gifting range in 2022, removing the black PE liner from Maltesers boxes, thereby eliminating 82t of plastic.

Also taking action on cocoa is Ferrero, which recently launched its new Cocoa Charter and Cocoa Action Plan, reveals Boorer. “Ferrero’s cocoa is 100% sustainably sourced via independently

managed standards such as Rainforest Alliance, Fairtrade and others,” he says.”The Charter and Action Plan reaffirm Ferrero’s longstanding support for income generation for farmers, protecting children and developing communities, and promoting sustainable agroforestry.”

In 2021, the company also introduced a new eco-designed box for its Ferrero Rocher range, made from polypropylene, thus using 38% less plastic for the 30-piece box and 40% less plastic for the 16-piece<sup>8</sup>.

### Looking to the future

Flavours, newness and health are all trends predicted to drive the market in the months ahead, say suppliers.

“In the months to come, we anticipate people will remain firmly focused on healthier eating, so the wider confectionery category needs to respond to meet their demands with healthier products that don’t compromise on taste,” says Grenade’s Greenhalgh. “Ultimately, if products fail to deliver on taste, consumers won’t buy into them.”

Bazooka Candy Brands’ Dry says confectionery is increasingly becoming a “treat”, with both parents and children making decisions based on “portion control”. “The more novel, interesting and satisfying we can make those treats the more successful they will be, so value-added opportunities based on flavour delivery, variation and novelty will continue to expand,” he says. “A second trend in the market which has accelerated over the last few months is increasing home consumption and growth in sharing bags and multi-bags tailor-made for different occasions.

“Finally combinations of flavours and textures are increasingly growing in popularity be that with taste and flavour combinations such as sweet and sour in one product or combinations of different types of chews and gummies in one package.”

### Sources

<sup>1</sup> Nielsen One System, w/e 01.01.22

<sup>2</sup> Mintel, Consumer Snacking UK, 2021

<sup>3</sup> IRI Marketplace, Total UK Market, CROS (€) Protein Bars, 12 w/e 28.11.21

<sup>4</sup> IRI, YTD, 28.11.21

<sup>5</sup> Bobby’s Foods internal data

<sup>6</sup> IRI Marketplace, Total UK Market, €Value Sales, 12 w/e 28.11.21

<sup>7</sup> Mintel Chocolate Report, May

2021

<sup>8</sup> Based on a comparative lifecycle assessment of Ferrero Rocher’s packaging (plastic box only), conducted in 2020/Q1 2021 by a third party

### Plant-based panel

<sup>1</sup> Kantar Usage Panel, in-home & carried out, lunch/teatime/evening meal occasions, 4 w/e 19.04.20 vs 5-year 4 w/e average

## BLOCKHEAD

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### KEY BRANDS

BLOCKHEAD

Blockhead offers a range of functional products containing active ingredients designed to help consumers feel ready for whatever their day brings and delivered in the form of chewing gum, mints and sweets.

The past year has been really exciting for Blockhead, say founder Danny Lowe. “The Covid-19 pandemic has shaken up the confectionery category, especially chewing gum, by highlighting the need for new brands and ideas. This has presented amazing opportunities for a functional, innovative brand like ours. We added the first sweets product to our existing range of functional chewing gums, Sweets+ BCAA, which are vegan, sugar-free and prebiotic. We also expanded distribution to Co-op stores towards the end of 2021 with our hero product, Energy Gum, which contains 50mg of caffeine per piece.

“Last year we also closed a substantial funding round, which will mainly be used for marketing



“We to offer a full spectrum of functional solutions to consumers’ need states”

and investment in-store, particularly around POS to explain the many benefits of our products and how we can support consumers to ‘be ready’.

“We also have an exciting NPD pipeline for 2022 and aim to offer a full spectrum of functional solutions to consumers’ need states, from energising to recovery to relaxation to general revitalisation.”

# NO ORDINARY GUM

# BLOCKHEAD





**Bobby's Foods**

# Boom time for Bobby's

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**KEY BRANDS**

**Mega Sour Pops**  
**SnakeWinder**  
**Vimto Rip Roll**  
**Biscolata**  
**Source**  
<sup>1,2</sup> Internal sales data

“Our brand has gone from strength to strength in 2021, with confectionery sales alone up 8.2% YOY<sup>1</sup>,” says Bobby's sales and marketing executive Lois Taylor. “We witnessed a huge increase of new retailers stocking Bobby's products in their stores in 2021.

“Working alongside our manufacturers and brand partners, we have a multitude of NPD in 2022. From the expansion of our Vimto range in Q2, the return of Bobby's retro products to celebrate our 50th year and the introduction of an entire new range at the end of the year, 2022 is a bumper year here at Bobby's.

**Service model extension**

“Having served local stores for 50 years, in 2021 we extended our service model to include a nationwide merchandising team, Apex,” she explains.

“Apex is always on hand to ensure displays stand out and effectively



“In 2022, we are celebrating our 50th year in business and have a multitude of NPD”

drive consumers to make impulse purchases. Apex customers have experienced a 50% increase in Bobby's sales<sup>2</sup>.

“In 2022, we are celebrating our 50th year in business. With NPD entering the market, various consumer events and supercharged retailer promotions, there has never been a better time to become a Bobby's retailer.”

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**£3.3m Brand in 2021**

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## Bazooka Candy Brands

# Keeping life sweet

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### KEY CONTACTS

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### KEY BRANDS

Bazooka Chews  
 Bazooka Chew Bar  
 Bazooka Mix Upz  
 Bazooka Rattlerz  
 Juicy Drop Gummies  
 Juicy Drop Blasts  
 Juicy Drop Chews

While the confectionery market is now back in growth in at 5.6%<sup>1</sup>, 2021 was still a challenging year, says Bazooka Candy Brands international marketing manager Robert Dry. “With the Covid-19 pandemic still affecting confectionery, kids not in schools missed out on their daily convenience store shopping trips and shopping with their parents,” he says. “As soon as the UK saw parts of life returning to normalcy, our brands have bounced back, showing their resilience and popularity among kids.”

“On top of the ongoing pandemic, global supply chain issues put a strain on many businesses, ours included, he says. Rising costs, capacity constraints and shipping delays have been a constant challenge. Against this background, Bazooka Candy Brands has seen a growth of 29%<sup>2</sup>, miles ahead of the category – a massive achievement in the current climate and a great testament to the strength of our brands.”

As well as continuing to grow and drive its core brands, Bazooka Candy Brands is innovating, with the launch of some brand-new products. “Expanding on the amazing 38% growth<sup>3</sup> of our Bazooka Chews range in 2021, we are continuing to branch out into the ever-growing chews category,” reveals Dry. “The Gummies and Chews category in the UK now accounts for over 50% of the market value<sup>4</sup> and is growing year on year. Bazooka Mix Upz, our new powder- and gel-filled chews deliver on Bazooka’s promise to be the Chews brand for teens while capitalising on the growth trend of chews within the market. Bazooka Mix Upz will be available in a range of formats including a 45g, a share



“As soon as the UK saw parts of life return to normalcy, our brands have bounced back, showing their resilience and popularity among kids”

bag and a £1 price-marked pack. With six different flavours and a variety of textures in each bag, Mix Upz are the chew to look out for this year.”

Bazooka will be investing heavily and supporting its chew products Rattlerz and Juicy Drop Blasts with TV and digital campaigns throughout the year, he adds. “Our sweets are delicious and, once consumers give them a try, they will come back for more. So, we are also investing in sampling events up and down the country to drive awareness and repeat purchase. But confectionery is a highly impulse-driven category and stand-out at point of sale is key.”

To ensure retailers make the most of the kids’ sugar opportunity, Bazooka is emphasising the need for brand visibility. “Successful retailers are those who create destinations in-store for kids’ sugar lines with clear signage appealing to them. Free-standing and counter displays are great ways of securing visibility if a permanent solution isn’t right for your store. Make your core products stand out by giving them enough facings and stock, while ensuring a wide variety of categories. Creating a bit of theatre and fun in-store combined with a well-merchandised and easy-to-shop confectionery fixture is key to making it a kid’s favourite.”



### Source

<sup>1,3</sup> IRI, EXT Value % Growth Data MAT to 26.12.21  
<sup>4</sup> Euromonitor, 2018 Data



# SWEET & SOUR SENSATIONS



**+75%  
GROWTH\***



**+285%  
GROWTH\***



**+29%  
GROWTH\***

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\* IRI EXT Data Units Growth % YA to 31/10/21. For Further information or sales contact us at Shipping-TIL@topps.com



BIP Candy & Toy UK

# Bringing fun to the fixture

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**KEY BRANDS**

**BIP**  
**Lutti**  
**Gummi Zone**  
**Look-O-Look**  
**Paw Patrol**  
**Minions**  
**Peppa Pig**  
**Disney**  
**Marvel**  
**My Little Pony**  
**Baby Shark**  
**Miraculous**  
**Loony Tunes**  
**Pop Ups**  
 Private-label novelty confectionery

 BIP Candy & Toy UK (previously trading as What Next Candy) has been supplying the UK confectionery market for over 20 years and has continued to trade successfully and help its customers grow their businesses despite the challenging retail environment, says the company.

“We are inventors, manufacturers and distributors of high-quality, novelty candy and toys,” explains Lee Fretwell, head of commercial, UK. “We offer a broad range of shelf-ready innovative products and are also a supplier of choice for private-label within many top multiple retailers in the UK.

“Our impressive, and growing portfolio of creative products and well-known brands – coupled with world-leading licensed brand partnerships – makes BIP the winning combination.”

**Plans for 2022**

The company has an exciting roadmap ahead for 2022, reveals Fretwell. “February will see the release of a new Pokémon game, and we have two fantastic new Pokémon products – Fizz & Doo – from our brand partner Lutti.

“In July, the new Minions movie ‘The Rise of Gru’ hits the big screen in the UK, so it’s the ideal time to stock up on our Minions novelty confectionery range, which includes everything from pop-up lollies and light-up globe spinners, to ice pops, cool fans and water shooters – perfect for summer fun.

“Our top-selling Gummi Pizza from



**“We offer a broad range of shelf-ready innovative products and are also a supplier of choice for private-label within many top UK multiple retailers”**

our brand partner Gummi Zone has been supersized,” he adds. “And to complete this giant fast-food range is King Doughnut, King Doggie and King Fries.

**Year of the dinosaur**

“Trend experts are predicting 2022 to be ‘the year of the dinosaur’ and BIP has some ‘roarsome’ new products in our Dino Friends range, featuring 3D lollies & sour dips both with collectable figurines, and other novelty lines to keep dino lovers entertained,” adds Fretwell.

“Brand new arrivals within our BIP licensed portfolio include Marvel’s Justice League, the super cute Baby Shark, an iconic family favourite – Loony Tunes, and teenage superheroes Miraculous.

“Getting the party started from the wonderful world of Look O Look, our product range features retro favourites as well as brand new trend-led products such as unicorn llama party crackers, DIY lollipops and edible candy building blocks,” he says.

“And if all that wasn’t enough, we’ve some exciting and unique innovation in premium chocolate, that we can’t wait to share in the coming months.

“The fun, eye-catching designs of our products and packaging, coupled with the well-recognised and well-loved characters, ensure our brands stand out on-shelf and bring fun to any fixture.”





# bip

candy & toy <sup>®</sup>



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✉ [hello@bip-uk.com](mailto:hello@bip-uk.com)

🌐 [/bip-candy-toys-uk-limited](https://www.linkedin.com/company/bip-candy-toys-uk-limited)

[www.bip-uk.com](http://www.bip-uk.com)



Cloetta UK

# All about the flavours

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**Sarah McDermott**  
 Senior Brand Manager

**KEY BRANDS**

**Chewits**  
**The Jelly Bean Factory®**  
**CandyKing**

Founded in 1862, Cloetta manufactures and distributes some of the most popular confectionery brands in the world, including Chewits, CandyKing and The Jelly Bean Factory.

**Chewits: Chewy nostalgia**

Launched in 1965, Chewits is known for its chewy texture and tasty fruit and sour flavours, says brand owner Cloetta. “This is a nostalgic sweet choice for many, who remember the chewy brand from their own childhood. With such great brand heritage, Chewits is ideally placed to bring innovation to the chewy confectionery segment,” it says.

“In 2020, we did just that with the introduction of Chewits Juicy Bites and Xtreme Sour bites. The mouth-watering chewy bon bons burst with a juicy centre in strawberry and blue raspberry flavours, while for those with a sour side we have our Xtreme product that delivers an extra bite with mini chewy bon bons in a mix of sour apple and lemon flavours. The bites range is suitable for vegans and proving very popular with consumers.

“Last autumn, we also added new flavours – Blue Raspberry, Cherry, Xtreme Sour Lemon and Xtreme Sour Cherry Chewits – to our signature Chewits stick pack product format to drive growth and attract new buyers to the single impulse category.

“Our 2022 marketing plans focus on Chewits’ brand mascot, Chewie the Chewitsaurus, who will unleash chews-tastic taste adventures across social media, driving product awareness through engaging content that resonates with our target audience.”



**Jelly Beans: bursting with flavour**

“Juicy Jelly Beans, jam-packed with flavour, are exported to over 50 countries,” says Cloetta. “The Dublin-based Jelly Bean Factory is Europe’s leading producer and the UK’s No.1 brand of Gourmet Jelly Beans<sup>1</sup>.”

“Producing the highest-quality Gourmet Jelly Beans is our primary goal for the brand, delivering a full-on taste sensation in every one of its 36 flavours from the outer crispy shell right through to the chewy centre.

“We pride ourselves on our product quality and dedication to natural confectionery. Each bean is free from artificial colours and flavours, as well as gluten, gelatine, GMO and nuts, making it suitable for vegetarians and coeliacs. Also, all products are kosher-certified and halal-compliant.

New for 2022, the popular 36 mix will have four new flavours – Salted Caramel, Forest Fruits, Peach Bubble Tea and Cherry Blossom Soda – available in different pack formats for grab-and-go, sharing or gifting.

“Chewits is a nostalgic sweet choice for many who remember the brand from childhood, while Jelly Beans delivers a full-on taste sensation”



Source  
<sup>1</sup> IRI MarketPlace, Total Market Value Sales, 52 w/e 13.06.21



**CHEWITS**

**SAME GREAT CHEWINESS**

**NOW IN 4 EXCITING  
NEW FLAVOURS**

**NEW**

**STOCK UP NOW  
AND SEE YOUR  
SALES SOAR**

**SUITABLE  
FOR  
VEGETARIANS!**



Gourmet Jelly Beans

**THE  
JELLY  
BEAN  
FACTORY**

**NEW**

**YES.  
THAT'S  
FLAVOUR.**

Natural  
Flavours  
& GELATINE FREE

**NEW  
MIX**

Gourmet Jelly Beans

**THE  
JELLY  
BEAN  
FACTORY**

**36  
HUGE  
FLAVOURS**

113g e

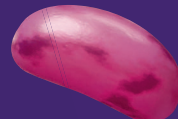
**NEW GOURMET  
FLAVOURS**



**SALTED CARAMEL**



**PEACH BUBBLE TEA**



**FOREST FRUITS**



**CHERRY BLOSSOM  
SODA**

## Euro Food Brands/The Hershey Company

# Anything but ordinary

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### KEY CONTACTS

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**Shane Angus**  
Marketing Director, Euro Food Brands

### KEY BRANDS

Reese's  
Hershey's

2021 saw The Hershey Company achieve total growth of 19.1% in UK chocolate confectionery, more than five times the rate of growth of the category at +3.3%<sup>1</sup>, reveals Euro Food Brands. The outstanding performer within The Hershey Company brand portfolio is Reese's, which grew 25.2%, more than seven times the growth of the category<sup>1</sup>, it says.

Chris Campbell, brand manager at The Hershey Company UK explains: "We are extremely proud of these results and the support our retail partners have given us. Customer footfall returned to retail stores during 2021 and we have seen a rebalancing of shopping missions more evenly split across online, take-home and on-the-go. Utilising a combination of socially led campaigns, consumer sampling through exciting business partners like Deliveroo, out-of-home activations with our Christmas 'DJ Santa DASH' and off-shelf activations, Reese's iconic traits and brand characteristics were well positioned to connect with consumers once again seeking that different chocolate choice.

"We like to think of ourselves as 'Anything But Ordinary' and this is embodied in the taste experience of Reese's, the perfect mix of milk chocolate and peanut butter."

Shane Angus, marketing director at Euro Food Brands, UK official distributor for The Hershey Company brands, adds: "A lot has changed in our trading environment over the last two years and we have worked closely with our retail partners to offer flexible solutions to shared challenges.

"The achievements of 2021 are the result of those combined efforts and we thank all those who support the Reese's brand in-store and online. We have welcomed on-board some great 'new' retail partners, both for all year round and seasonal products, helping to widen the distribution of Reese's portfolio ensuring as many customers as possible can experience the brand. We look forward to 2022 and helping each other drive the growth we know The Hershey Company brands can deliver."

### Source

<sup>1</sup> IRI Total Market Place, Chocolate Confectionery, MAT Data to 26.12.21

\* Reese's and Hershey's brands are officially distributed in the UK by Euro Food Brands Ltd. For stockist enquiries, call 01604 821200 or email sales@eurofoodbrands.co.uk.



### New for H1 2022

Hershey's Cookies 'n' Creme is an extremely popular flavour with UK customers and the Hershey's Cookies 'n' Creme bars are getting an exciting update for 2022 with 25% Extra Cookies for an added crunch taste experience.

Campbell explains: "Customers have been enjoying Hershey's Cookies n' Creme bars for many years and they are well loved for their delicious mix of smooth white creme and crunchy cookie surprise.

"The 40g singles bar will now be joined by an exciting new 90g block bar in H1 2022 perfect for take home and sharing.

"Both will include 25% Extra Cookies adding more crunch and flavour in every bite."

**“We have welcomed onboard some great new retail partners, both for all year round and seasonal products, helping to widen the distribution of the Reese's portfolio”**





**Milk  
CHOCOLATE,  
PEANUT BUTTER  
and...**

**Anything  
But  
ORDINARY**



**Reese's**

\*Source - IRI Market Place |  
Total Reese's Chocolate Confectionery |  
12 w.e Value performance YoY to 28th November 2021

Reese's Brand is growing at +21%,  
outperforming the Chocolate Confectionery  
Category, in decline at -0.1%\*.

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Ferrero UK

# Navigating sweet growth

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KEY BRANDS

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Thorntons Pearls  
Ferrero Rocher  
Ferrero Rocher Collection  
Ferrero Rocher Tablets  
Raffaello  
Tic Tac  
Kinder Bueno  
Kinder Surprise  
Kinder Chocolate

↙ Ferrero's portfolio of brands has seen strong growth during the past year due to increased consumption moments at home and the growth of 'the big night in', says Levi Boorer, customer development director at the company.

"Not being able to go out, shoppers turned to products that enabled them to celebrate moments together, year round, and that they could gift to friends and family whom they weren't able to see," he says. "Premium boxed chocolate has proven to be one of the most resilient sectors in confectionery as a result, which is reflected in the performance of our Ferrero boxed range, up 20% year-on-year<sup>1</sup>.

"Our Ferrero Rocher 300g format is the ideal premium option, which can support retailers in driving bigger basket spends and offering a high-quality treat or gift," he notes. "Last year, our Ferrero Rocher brand expanded into the premium tablets segment and is now available in a 90g bar with three delicious chocolate varieties to choose from – white, milk or dark. Ferrero Rocher Tablets have generated over £3.6m since launching in August<sup>2</sup>.

"As we head into spring 2022, there are various seasonal gifting occasions for retailers to capitalise on, particularly Easter," adds Boorer. "During the early build-up to Easter, retailers should begin stocking treating products, such as Kinder Joy. Last year, in the 13-week lead up to Easter, the Kinder range was in 17% growth and 19% in the four-week lead<sup>3</sup>. Closer to the time, retailers should stock up on larger



“Premium boxed chocolate has proved to be one of the most resilient sectors in confectionery”

Easter eggs, such as Ferrero Collection, the No.1 player at Easter in special occasion gifting<sup>4</sup>. Novelties are also a great gifting option and Thorntons' offer delivered a 25% rise in value and 11% increase in volume sales at Easter 2021 compared to Easter 2020<sup>5</sup>. The brand is relaunching its Happy Bunnies to continue this momentum into 2022.”

Across Ferrero's sugar confectionery, its Tic Tac range engages consumers with a broad flavour profile, spanning mint and fruit, he says. "Our limited-edition Tic Tac Coca-Cola returned during summer 2021, following its successful launch in the impulse channel during 2020<sup>6</sup>. This supported the revival of on-the-go products as restrictions eased. This year, the two household favourites have come together once again as the working from home restrictions lift. The refreshment of Coca-Cola coupled with the instantly recognisable shape and format of Tic Tac will continue the previous positive momentum by attracting new consumers to the segment and driving impulse purchase in-store.

"As we continue to navigate the confectionery category during 2022, we plan to expand our expertise within sweet packaged foods, with ongoing innovation and invested support. We'll be expanding our portfolio into previously untapped categories to attract existing shoppers to more aisles, as well as recruiting new ones."

Source

<sup>1</sup> Nielsen Scantrack, Total Spreads, Total Coverage, MAT to 09.02.19 based on Value Sales  
<sup>2</sup> Nielsen Scantrack, Classic Boxed Chocolate (Boxed excluding Twistwraps), Total Coverage, MAT to 09.02.19 based on Value Sales  
<sup>3</sup> Nielsen, ScanTrack, Pocket Confectionery, Total Coverage, MAT to 09.02.19 based on Value Sales  
<sup>4</sup> Nielsen Scantrack, Total Kids Confectionery, Total coverage, MAT to 09.02.19 based on Value Sales  
<sup>5</sup> Nielsen, Total Easter Confectionery, Special Easter 13 weeks to 03.04.21 vs 13 weeks to 11.04.21  
<sup>6</sup> Nielsen, Chocolate Countlines, Total Coverage, MAT to 09.02.19 based on Value Sales (ranked 6th)





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## Grenade

# Booming protein bar sales

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**Phil Greenhalgh**  
Managing Director

## KEY BRANDS

**Grenade**  
**Carb Killa**

↙ Grenade continues to dominate the protein bar sector, with sales of its high-protein, low-sugar protein bar range outselling the nearest competition by nearly three times and accounting for the largest share of the market at 46%<sup>1</sup>, it says. “This phenomenal growth is evidence of strong consumer demand for the brand, and the public’s continued focus to find more convenient ways to satisfy their hunger and nutritional needs in the wake of the pandemic,” says Grenade managing director Phil Greenhalgh.

“Encouragingly, by the end of 2021, the protein bar category has now returned to 2019 sales levels, with Grenade growing by almost £7m<sup>2</sup>.”

## Diverse flavours

Driving Grenade’s growth are its ‘core six’ protein bar flavours, which include White Chocolate Salted Peanut, Dark Chocolate Raspberry, Cookie Dough, White Chocolate Cookie, Peanut Nutter, and Chocolate Chip Salted Caramel, with the latter leading the charge, he reveals. “Currently the number one protein bar in the market for cash rate of sale<sup>2</sup>, Chocolate Chip Salted Caramel has the highest return on shelf space compared to any other protein bar in the market<sup>3</sup>,” he adds.

With 40% of adults in the UK now motivated to make healthier life choices<sup>4</sup>, and six in 10 consumers actively trying to choose healthy snacks to hit their fitness goals<sup>5</sup>, people are looking to find more convenient ways to satisfy their hunger and nutritional needs. “Packed with protein and low in sugar, Grenade bars offer an ideal helping hand in that they keep people feeling fuller for longer, and



“Focusing on the category drivers of health and taste, innovation is also a huge part of Grenade’s market success”

less likely to make unhealthy snacking decisions,” explains Greenhalgh.

“Focusing on the category drivers of health and taste, innovation is also a huge part of Grenade’s market success. As testament to this, in January 2022, we launched the Peanut Butter & Jelly protein bar. Boasting 20g protein and just 1.8g sugar, each bar is packed with peanut butter-flavoured nougat and a gooey strawberry caramel layer, creating a unique flavour combination.”

Setting Grenade apart from competitors is its heritage within the world of sports nutrition, he adds. “Over the years, building genuine relationships with elite athletes and sports clubs has helped to establish our core product lines. And now, with the spotlight on healthy eating, our protein bars appeal to a new wider audience, offering a healthier low-sugar, high-protein alternative – without compromising on taste.

“When it comes to the future of confectionery, we anticipate consumers will remain firmly focused on healthier eating, so the category needs to respond to meet their demands with healthier products that don’t compromise on taste. Ultimately, if products fail to deliver on taste, consumers won’t buy into them.”



## Source

<sup>1</sup> IRI Marketplace, Total UK Market EValue Sales, 4 w/e 28.11.21

<sup>2</sup> IRI Marketplace, Total UK Market, CROS (£), Protein Bars, 12 w/e 28.11.21

<sup>4</sup> GOV.UK, Public Health England Survey, January 2021

<sup>5</sup> Mintel, Consumer Snacking UK, 2021



# GRENADE<sup>®</sup>

FASTEST  
GROWING

PROTEIN BAR

BRAND OVER THE LAST 2 YEARS

+20%  
+£6.5M



**3 TIMES THE SIZE OF THE #2 BRAND  
AND STILL THE FASTEST GROWING BRAND OVER THE LAST 2 YEARS**

IRI Marketplace, Total UK Market, Value Sales vs. 2 YA, Total Protein Bars 52w/e 26/12/2021

## HARIBO

# Anticipating a golden year

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Head of Marketing

## KEY BRANDS

**HARIBO** Starmix  
**HARIBO** Tangfastics  
**HARIBO** Supermix  
**HARIBO** Giant Strawbs  
**HARIBO** Fruitilicious  
**MAOAM** Stripes  
**MAOAM** Pinballs  
**MAOAM** Joystix

2022 is a year of celebration for Haribo, as the UK's No.1 branded sweets manufacturer<sup>1</sup> will mark 100 years of Goldbears, wishing a very happy birthday to its most iconic, global treat.

Representing irresistible joy that's fun to share, Haribo Goldbears delight kids and grown-ups all over the world, says the company. To commemorate this milestone here in the UK, each bag will carry a 100-year badge. A sour variant will also be introduced, with Goldbears Sour hitting shelves this month.

Philip Murphy, marketing director at Haribo, comments: "Haribo Goldbears is a family favourite, which has been enjoyed for generations. Its continued success is an acknowledgement of Haribo's commitment to, and love for, creating top-quality, great-tasting treats. It's with this genuine passion that we have developed our plans for 2022, which due to HFSS restrictions, will be one of the most significant years that the UK confectionery category has faced to date.

"As would be expected from the category leader, and a business that is steeped in heritage with unrivalled experience and expertise, we are fully prepared for HFSS changes and are very excited by what we have planned."

## Sugar reduction

At its two manufacturing facilities in the UK, the company has invested millions in reducing sugar while delivering the delicious tastes its customers love and expect from Haribo, he says.

"Reformulating products as simple as sweets isn't easy. And our products are already significantly lower in sugar than those of our competitors. But we continue to invest in improving our products and in delivering more consumer choice."

Haribo's most popular brands – Starmix and Tangfastics – are already 23% and 18% lower in sugar than their rivals, he notes, and Haribo Jelly Babies have been reformulated to make them 25% lower in sugar than competitors. Meanwhile, Fruitilicious is also



**“We are proud of the actions we have already taken to reduce sugar within our portfolio and, through the development of lower-sugar offerings, we have further enhanced our expertise in recipe development”**

recognised as the best-selling reduced-sugar sweet<sup>1</sup> on the market<sup>2</sup>.

Murphy continues: "We are proud of the actions we have already taken to reduce sugar within our portfolio and it is through the development of great lower-sugar offerings that we have further enhanced our expertise in recipe development.

"We look forward to bringing exciting solutions that will enable all our retailers to run full promotional programmes for our shoppers in 2022.

"In support of our brand and category, we will continue to surprise and delight consumers while helping our retailers leverage sales from both our core lines as well as our extensive portfolio."

## New product launches

In 2021, Haribo launched several new products; Sour Sparks and Twin Snakes became bestsellers within the category<sup>3</sup>, and also took the crown as the fastest-selling new product lines within the market<sup>4</sup>, he reveals.

Happy birthday, Goldbears. Let the celebrations begin! With its top-selling sweets, seasonal surprises and plans for an innovative, future-proof new product range, consumers and retailers will be joining in the celebrations too.

## Source

<sup>1</sup> 30% less sugar than regular fruit and gum sweets.

<sup>2</sup> IRI Marketplace, Value Sales, sugar-reduced lines 52 w/e 28.11.21

<sup>3</sup> IRI Marketplace, Total Market Value sales MAT to 28.11.21 (Twin Snakes, Sour Sparks)

<sup>4</sup> IRI marketplace, Total Market, 13 w/e 11.07.21



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## Kervan Gida UK

# Bebetter with Bebeto

## DETAILS

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## KEY CONTACTS

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**Gabriella Egleton**  
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Kervan Gida UK

**Phil Hulme**  
Commercial Director,  
Kervan Gida UK

**Andy Walvin**  
Sales Manager,  
Kervan Gida UK

## KEY BRANDS

**Bebeto**  
– 750g Pick & Mix Party Pack  
– 150g Big Mix  
– 150g Big Fizzy Mix  
– 150g Strawberries  
– 150g Fizzy Watermelons

 Kervan Gida is Turkey's largest candy producer and exporter. Its master brand, Bebeto, has been trading in the UK since 2015 where it aims to bring enjoyment to the whole family, describing these moments as feeling as if 'Everything's bebetter with Bebeto'.

From nostalgic gummies to value-added NPD, Bebeto set out to create a brand that is as inclusive as possible, with a completely halal-friendly range and growing vegan approved lines, explains Kervan Gida UK managing director Stuart Johnston.

"Despite strong competition, Bebeto has seen significant growth during 2021, helped by a six-figure above-the-line (ATL) campaign which included the launch of Bebeto's first TV advert in the UK," he reveals. "Having achieved 58% growth in 2021<sup>1</sup>, the confectionery manufacturer also increased consumer social media activity, growing its Bebeto Bunch community, and promoted a giveaway to over 85,000 students during fresher's week, plus continued to participate in competitive promotional activity with trade partners. We now have a business that has grown 20-fold since the end of our first full year of trading<sup>2</sup> and positively contributes to our group profitability."

## Sweet pipeline

Following the successful launch of its 750g Pick & Mix Party Packs and seasonal Trick & Mix variety, as well as the 150g Gummy Range (as seen on TV) and 150g Halloween Gummy Range (exclusive to Asda for 2021), Bebeto continues to bring innovative products to market, notes Johnston. "The brand's robust pipeline will see two brand new products launch in Q1 and Q2, and additional share bag



“From nostalgic gummies to value-added NPD, Bebeto set out to create a brand that is as inclusive as possible”

size products added to the popular 150g gummy range and family-sized value-added packs. Bebeto will also be reformulating some brand favourites with improved recipes that are free of artificial colours. To help combat packaging waste Bebeto plans to reduce some pack sizes and cartons and will be announcing its biggest launch of seasonal Halloween lines.”

## Bebetter awareness

With 2021 prompted brand awareness reaching one in five consumers<sup>3</sup> prior to the ATL campaign, the confectioner has set its sights on suitably sweet growth in 2022. "We will be investing in an additional ATL campaign, with plans to include a repeat push of our 2021 TV advert plus out-of-home advertising," says Gabriella Egleton, senior brand manager at Kervan Gida UK.

"We will also promote our brand extensively across digital and social media with fun seasonal campaigns, plus influencer marketing, and product giveaways.

"Growing the Bebeto brand with retailers remains a core focus and we will continue to use our industry insights to inform customers about what to stock and when. Our teams are always available to recommend and create impactful merchandising through planograms, POS and displays where appropriate," concludes Egleton.



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Kervan Gida UK Ltd  
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 /bebeto\_uk  /bebetouk  
T. 01243 530550 [bebeto.co.uk](http://bebeto.co.uk)





MORINAGA & CO

# UK landing for Hi-Chew

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KEY CONTACTS

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 Senior National Account  
 Manager, May & Raeburn

KEY BRANDS

**HI-CHEW**  
 – Range RSP: £1.00- £2.99  
 – Packs 50g, 100g

 Morinaga, a leading Japanese confectionery manufacturer with global sales of \$1.9bn, is launching Hi-Chew sweets nationally in the UK retail market, rolling out from February 2022. This introduction across the UK follows on from a successful test launch in the convenience and Asian channels.

**Young consumer audience**

The brand will be supported by a social media campaign using influencers and brand advocates, backed up by in-store display to drive awareness and trial. The campaign ‘The New Chew with a Difference’ will target 18- to 25-year-olds, with whom Hi-Chew over-indexes<sup>1</sup>.

“The target audience is starkly different to many brands currently in this space and, as a cohort who are starting to grocery shop for themselves for the first time, the brand will draw them to the fixture which will be of interest to retailers,” says Vic Azam, senior national account manager at Hi-Chew’s UK distributor May & Raeburn.

“Our consumers are categorised by having a desire to discover new things and the Japanese origin of the brand ensures greater interest and desire to try among our target audience,” he explains.

In research conducted last year, 67% of respondents thought Hi-Chew was unique and 35% of people ranked it first in blind taste tests against leading UK brands<sup>2</sup>,” reveals Azam.

Hi-Chew has a history of success, he adds. “Created in 1975, it has a unique smooth, intensely chewy texture that crosses the gap between soft sweets



“The target audience is starkly different to many brands currently in this space”

and gum with true-to-life flavours delivered by a double layer using real fruit juices that give a longer-lasting flavour and chew,” he says.

**Success in Japan and the US**

“The brand remains the best-selling soft candy in Japan, with a 35.5% brand share<sup>3</sup>, and has delivered double-digit growth for six consecutive years in the US, with estimated retail sales now at over \$100m and with the brand being carried by Walmart, Kroger, Costco & Walgreens.

**Broad range of flavours**

“With more than 170 flavours created for Hi-Chew, there is an option for everyone, from exotic dragon fruit to universally popular strawberry,” adds Azam. “The brand is now sold in more than 30 countries.”

New launches through innovation are vitally important for growth within sugar confectionery, he suggests. “The test launch rate of sale has been extremely positive, we see such potential for retailers to add incremental sales to their respective ranges, bringing in new shoppers and offering a clear point of difference to other products.”



Source

<sup>1</sup> Momentum 10 products test n=611, index 110  
<sup>2</sup> Moment10 BV research  
<sup>3</sup> Intage Inc, January to December 2021





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**Contact Vic Azam**

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[hi-chew.com](http://hi-chew.com) • [#hichew](https://twitter.com/hichew)

\*INTAGE Inc. SRI+ Soft candy Market Cumulative Sales from January 2021 to December 2021

## Mondelēz International

# Meeting consumer demand

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Trade Communications  
Manager

### KEY BRANDS

Cadbury  
Cadbury Dairy Milk  
Green & Black's  
Trebtor  
Maynards Bassetts  
Halls  
belVita  
Cadbury Biscuits  
Mikado  
Toblerone  
Oreo  
Ritz  
Barney

“At Mondelez International our focus is to grow the categories we operate in by putting the consumer at the heart of everything we do,” says Susan Nash, trade communications manager. “We offer delicious-tasting, high-quality treats made for the right moment, in the right way.”

### Tap into veganism

There is an increasing consumer appetite for varied snacking options, and plant-based alternatives have never been more apparent, she says. “The new Cadbury Plant Bar offers plant-based shoppers a creamy taste and texture, replacing milk with almond paste and rice extract, while offering a hint of nuttiness. Available in two flavours – Smooth Chocolate and Smooth Chocolate with Salted Caramel pieces – the bars are registered by the Vegan Society.”

In sugar confectionery Maynards Bassetts’ Fizzy Fish is now certified as vegan, creating a major opportunity to help retailers drive more sales of this much-loved sour product, adds Nash.

“Lastly, helping unlock this opportunity even further is the fast-growing<sup>1</sup> Sour Patch Kids range, a brand with a global heritage. New Sour Patch Kids Watermelon are gelatine-free and will tantalise shoppers with a sweet, watermelon flavour and a tangy blast.”

### Have fun with flavours

It’s essential to add excitement for shoppers with new flavours and launches, says Nash. “Our biggest chocolate launch last year, Cadbury Caramilk, is made with a beautifully-crafted golden blend of white chocolate with a smooth texture, all sourced from sustainable cocoa. Available in tablet and single bar formats, Cadbury Caramilk is helping retailers to recruit new shoppers with its unique taste from a trusted, recognisable brand, with more news coming soon.”

### Sustainable success

“Ethical and sustainable cocoa sourcing is part of our purpose to help consumers ‘snack right’,” explains Nash. “We want to help create a



“There is an increasing consumer appetite for varied snacking options, and plant-based alternatives have never been more apparent”



future where people and the planet thrive together through resilient ingredient supply chains. Cocoa Life is an industry-leading programme, partnering with Fairtrade.

“When it comes to recycling and sustainability, reducing the amount of packaging we put into the world and making it easier for consumers to recycle our products is important to us,” she adds. “We’re continually taking steps to do just that. For example, this year we joined forces with retailers and other FMCG leaders to finance and launch the Flexible Plastics Fund, a cross-industry collaboration aiming to demonstrate that flexible plastics can be collected, sorted and recycled effectively.

“We also invested in recycled, flexible plastic packaging for Cadbury Dairy Milk tablet bars (mass balance approach), one of several sustainability initiatives to come from Snacking Made Right.”

### Source

<sup>1</sup> Nielsen Joyful Candy database, value sales MAT, 52 w/e 04.12.21



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<sup>\*</sup> NIELSEN AUSTRALIA, JULY-DEC 2020

<sup>\*\*</sup> CARAMILK IS A GOLDEN BLEND OF WHITE CHOCOLATE NEWLY IMPROVED FOR THE UK  
<sup>^</sup> 12.5M RSV IN 16 WEEKS SOURCE: NIELSEN DATA TOTAL COVERAGE EXCLUDING DISCOS ENDING 30/10/21



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Nestlé UK

# Nestlé set to drive the category

## DETAILS

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## KEY CONTACTS

**Helen Bailor**  
Shopper Marketing  
Manager

## KEY BRANDS

KitKat  
Aero  
Yorkie

After the uncertainty of the last two years under the shadow of Covid, it is predicted that 2022 will see the return of more typical trading patterns across the confectionery market, and Nestlé is looking to start the year with a bang.

Flagship brand KitKat has long been one of the nation's favourite chocolate brands, says the company, and in 2022 it will continue to drive the category through innovation and promotional activity. Launched in January, KitKat 4 Finger Orange aims to capitalise on the increasing popularity of orange-flavoured confectionery, which grew 52% in singles in the last year<sup>1</sup>. The launch will be supported with online, influencers and social media, as well as out-of-home sampling.

KitKat 4 Finger Orange is the latest in a long line of new flavour launches from the brand. In 2021, KitKat 4 Finger Zebra became the No.1 performing premium singles product in the symbols channel in the first four weeks after launch<sup>2</sup>, says Nestlé.

Other recent innovations include KitKat Gold, KitKat Green Tea Matcha and KitKat Ruby. KitKat 4 Finger Orange will also be joined by another brand new launch in February in the shape of KitKat Bites. "With a deliciously smooth and chocolatey centre, crunchy wafer pieces and a milk chocolate shell, KitKat Bites are a more indulgent way to enjoy a break and will be available in 90g sharing bags," reveals the company.

The KitKat brand also plans to stay front-of-mind for consumers with a high-profile £10m media campaign across the year, which features TV advertising, on-demand, social, digital and shopper marketing support.

The entire KitKat range is made using 100% certified sustainable cocoa, sourced through the Nestlé Cocoa Plan in conjunction with Rainforest Alliance, and contains no artificial colours, flavours or preservatives.

"Another much-loved Nestlé chocolate brand driving the category is Aero. Now a top 10 chocolate brand in the UK," says the company. "Aero is benefiting from consistent growth and



**“2022 will see the return of more typical trading patterns across the confectionery market and Nestlé is looking to start the year with a bang”**



has welcomed an impressive 4.3 million more households to the brand since 2017<sup>3</sup>. The first of Aero's exciting plans for 2022 is a brand new innovation, Aero Melts, which are delicious buttons of light and bubbly chocolate that melt effortlessly in the mouth for a moment of chocolatey indulgence." Available in milk chocolate and caramel flavour sharing bags, Aero Melts will be available nationwide from the beginning of February.

"Finally, a brand really taking advantage of key confectionery trends in 2021 to drive the market forward is Yorkie," adds Nestlé. "It grew by a fantastic 18% in 2021, with its Duos range growing by 87%<sup>4</sup>. A large proportion of this growth was down to the launch of Yorkie Duo Orange, again capitalising on the popularity of orange flavour confectionery. Consumers embraced the new product and it became the fastest-selling orange single in the market<sup>5</sup>."

## Source

<sup>1</sup> IRI, 52 w/e 01.01.22

<sup>2</sup> IRI, 4 w/e 27.03.21

<sup>3</sup> Kantar Worldpanel, Total Confectionery, 52 w/e 16.05.21

<sup>4</sup> IRI, 52 w/e 01.01.22

<sup>5</sup> IRI, All Outlets, CWD Wtd Unit Rate of Sale, 1 w/e 29.05.21 – 1 w/e 19.06.21



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†Source: IRI Market Advantage, Confectionery Database, 52 Weeks, Value Sales, w/e 9th October 2021, Convenience exc. Major Mults.††Source: Kantar 52 w/e 3rd October 21, Total Market, Total Confectionery.



Ritter Sport

# Outperforming the market

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**Jamie Lowe**  
Head of Sales, Ritter Sport UK & Ireland  
**Katy Clark**  
Head of Marketing, Ritter Sport UK & Ireland

KEY BRANDS

Milk Whole Hazelnuts  
Honey Salted Almonds  
Cashew  
Dark Whole Hazelnuts  
Marzipan  
Rum, Raisin & Hazelnuts  
Cornflake  
Peppermint  
Butter Biscuit

2021 was another record-breaking year for Ritter Sport as the brand recorded double-digit growth and a milestone £20m RSV, outperforming a flat block chocolate market by nine percentage points<sup>1</sup>, reveals the company. Growth was driven by significant increases in penetration and distribution with major retailers, as the brand proved it could drive incremental category value.

NPD

In 2021, the brand had its biggest year yet for NPD, with a plethora of products to delight consumers and retailers alike, reveals head of marketing Katy Clark. “We introduced three new formats – mini impulse packs, sharing pouches and gifting towers,” she says. “These saw us branch out of block chocolate and into new consumption occasions for the first time, further extending the opportunities to discover the brand in-store. The introduction of the paper-packaged sharing pouch also saw us reach a sustainability milestone as we work towards moving the full range to paper by 2025.

“This year will see the return of our much-loved summer and winter ranges, including a new salted caramel variety. Caramel is the third-largest flavour preference after milk and nuts, so we’re excited to bring this twist to Ritter Sport,” says Clark. “Plus, two new flavours packed with delicious ingredients will join the winter ranges.”

The launch of Ritter Sport’s D2C service last year further extended the brand’s offering – in particular, the launch of its limited-edition Without Moo bar, a vegan milk chocolate



“We branched out of block chocolate and into new consumption occasions for the first time”

alternative, available exclusively on the webstore, she adds. “The bar is Ritter Sport’s first vegan branded offering in the UK. If sales are suitably ‘sweet’, we’re looking at grocery and convenience listings in 2023,” she adds.

Sustainability

Ritter Sport managing director Benedict Daniels concludes: “Consumers care more and more about the food they eat, how it’s made, along with the impact it has on the planet and value chain, and that’s just what they get from Ritter Sport. We only use the highest-quality ingredients sourced with respect for nature and people. There is no better example than our own cocoa plantation ‘El Cacao’. Last year we launched a bar aptly named after the plantation’s resident sloth ‘Don Choco’, made with cocoa from the plantation, in harmony with people and nature. Expect to see more from us on this front as we push the boundaries on cocoa growing.”



Source

<sup>1</sup> Nielsen Scantrack, Total coverage, Block chocolate 80g+, 52 w/e 01.01.11





Brilliant Block



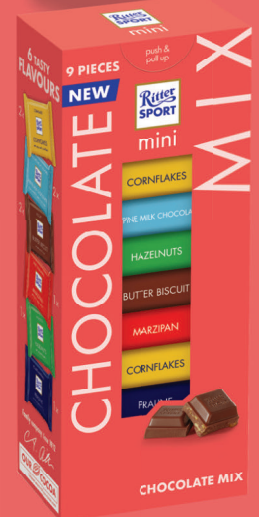
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## Expanding the Vimto offer

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Marketing Communications  
Manager

**KEY BRANDS**

**Bonds of London**  
Vimto, as well as  
partner brands:  
– Red Vines  
– Sour Punch  
– Tootsie  
– Sweet Bandit  
– Crazy Candy Factory

“Exciting new products have been added to our Vimto range over the last year, thanks to the partnership we have with the confectionery giant,” says World of Sweets sales and marketing director Helen Bradshaw.

“Vimto Giant Cables have been a big seller in Hancocks wholesale, with both store and online customers.

“The 75cm long piece of Vimto candy is filled with a creamy fondant centre made from real fruit juice. Other best-sellers include Vimto Jelly Beans, which come in a share bag and include three juicy flavours – original Vimto, strawberry and cherry.

“Vimto Juicy Mixups are offered in a share bag and giant sharing pouch. Each bag contains five tasty treats – including watermelon remixed, Vimto bling ring, Vimto stix, mango remix bottle, and Vimto yolk, made with the secret Vimto flavour – and two exciting Vimto remix flavours.

“Vimto BonBons and Vimto Shake Upz which includes Vimto Flying Saucers, Mini Jelly Beans, Juicy Mixups and Fizzy Mallows are other popular additions to the range,” she adds.

“We’ll also introduce some tasty new confectionery this year. Vimto Fried eggs join our Easter range. This impulse line mixes the classic well-loved Vimto flavour with an Easter-themed shape.

“During April, we’ll be launching Vimto Zero Fruit Drops, a no-added-sugar confectionery made with sweeteners and offered in a carton with a convenient flip-top lid.”



## Walker's Nonsuch

# Toffee for every occasion

### DETAILS

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### KEY BRANDS

Walker's Nonsuch  
Nonsuch

Independent family company Walker's Nonsuch has been making quality toffee since 1894. Using whole milk and good ingredients, the taste and chew is second to none, it says.

The range includes toffee bars, bags and slabs, with something to suit all markets. Twist-wrapped toffees and chocolate eclairs are available in 14 varieties and packed in 150g and 2.5kg bulk bags for pick-and-mix and re-packers. With convenience to the fore, the 150g bags have proved to be a strong seller during recent months. Bold colours and metallics mean the designs stand out on display and each toffee is wrapped in metallised film to reflect the quality of the product.

Currently managed by the fourth and fifth generation, Walker's is truly a family affair. Operations manager Jonathan Rae says: "Despite rising raw material and packaging costs, we need to maintain what my great-grandfather did all those years ago and



“Despite rising costs, we continue to make quality toffee at affordable prices”

make quality toffee at affordable prices. Our best sales tool is the taste.”

Further investment into production is a focus for 2022, to improve efficiencies, increase productivity and meet packaging recyclability targets.

All Walker's toffee, due to be on show at IFE in March, is free from artificial colours, preservatives, hydrogenated vegetable oils and gluten.

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World of Sweets

# Stand-out performance

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**Chris Smith**  
Marketing Communications  
Manager

**KEY BRANDS**

**Bonds of London**  
**Vimto, plus partner brands:**  
– Red Vines  
– Sour Punch  
– Tootsie  
– Sweet Bandit  
– Crazy Candy Factory

“There have been some really stand-out products over the last 12 months for World of Sweets, particularly within our award-winning Bonds range,” reveals World of Sweets sales and marketing director Helen Bradshaw.

“The Bonds Shaker Cup range has always been popular with retailers, offering perfectly pre-packed pick-and-mix sweets in resealable lid packaging. They’re easy to store, display and make a great gift. There are now 12 options to choose from in 120-160g cups, ranging from fizzy and sour confectionery to gummy and jelly sweets.

“The seasonal ranges always sell well,” she notes. “The Christmas-themed Festive Mix was a best-seller as was the Spooky Mix for Halloween.

“As part of the Easter seasonal range, we’ve also added the Bonds Hoppy Easter Pick n Mix Shaker Cup. This includes a tasty mix of vanilla flavour marshmallows, fruit flavour jelly and foam sweets and white chocolate flavoured candy with a candy topping.

**Growth for Pun Box**

“The Bonds Pun Box, ‘You’re One In A Melon’, which won The Grocer New Product Award in 2020, has been very popular and has grown in all channels over the last 12 months,” reveals Bradshaw. “This fun gifting item includes sour watermelon slices.

“Other popular flavours in the Bonds Pun Box range include: You’re Eggstra Special, which is packed with fruity jelly fried eggs; You’re Shrimply The Best, with raspberry-lavoured foam shrimps; and Turtley Love You, including gummy turtles with a tasty jelly centre.

“Meanwhile, Bonds Happy Hour Cocktail & Fizz Inspired Gummies Gift Box is an indulgent mix of sparkling wine, mojito and rhubarb gin flavour gummy sweets,” says Bradshaw.

“For Easter, the Bonds Hoppy Easter Gummy Bunnies & Milk Chocolate Eggs Pun Box, packed with fruit flavour gummy sweets and milk chocolate coated in candy shell, is the perfect choice,” she adds.



“World of Sweets has been working to create a new CBD confectionery brand, Sweet Botanist, which has just launched”

**New CBD initiative**

“World of Sweets has also been working to create a new cannabidiol (CBD) confectionery brand, Sweet Botanist, which has just launched. The range contains CBD compounds, a naturally occurring substance extracted from hemp plants, which has been sourced from trusted partners and can be traced back to the field it was grown in.

“The range includes two products, boiled sweets and gum, in two different flavours – Mindful Mint (spearmint) and Mellow Mint (peppermint).”

**Looking ahead**

Bradshaw adds: “Bonds plans to launch some exciting products throughout 2022, including new additions to the popular Pun Box range, such as: Love You More Than Pizza, with pizza slices and gummy hearts; Top Banana, containing foam bananas; and Flocking Fabulous, with Flamingo gummies. All will be available ahead of Easter.

“Also, we recently developed a merchandising display solution for Bonds Shaker Cups, which has been well received by retailers. It allows the choice of pick-and-mix cups to stand out in-store, with minimal floor space taken.”





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