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## **Loacker celebrates 100 years of history: tradition and innovation are the leitmotif from its start as a small Bolzano pastry shop until today**

*The South Tyrolean company is preparing for the big anniversary in 2025 with a series of initiatives, including a new communication campaign*

Auna di Sotto (BZ), October 2024 — One hundred years of uncompromising, natural goodness – **the story of a company and a family, a brand turned global icon**. A century after Alfons Loacker's idea to open a small pastry shop in the heart of Bolzano **is now active in over 110 countries** and is one of the global leaders in the wafer and chocolate specialty market, boasting a global turnover of **435.45 million Euros**.

One hundred years have passed since that flash of genius by grandad Alfons, and his grandchildren **Ulrich Zuenelli** and **Andreas Loacker** – who, together with **Martin Loacker** represent the third generation leading the company – **take stock of these first one hundred years, presenting the main projects and activities to celebrate this special anniversary** starting from this autumn.

*"The centenary represents a milestone for the company and my family, achieved thanks to the bold moves made over time. Starting with my grandfather, Alfons Loacker, who purchased the small confectioner in 1925 where he'd worked as an apprentice. And then my uncle Armin Loacker's decision to move production in 1974 to an ideal location – Auna di Sotto, at 1,000 m altitude, where the air is purer and the view of the Sciliar mountain, which became the company's symbol, inspired all of us. It's mostly thanks to their intuition that today, when we speak of Loacker, we speak of a global brand active in all the world with a turnover going from strength to strength driven mostly by international export,"* says **Ulrich Zuenelli**, Executive Chairman of the Loacker Board .

*"Loacker's story is stepped in constant, cross-generational innovation. My cousins and I have wanted to continue since starting at the company by searching for the ideal ingredients to obtain the best products,"* adds **Andreas Loacker**, Vice-Chairman of the Board and **Managing Director Innovation at Loacker**. *"Loacker's story is one of bold choices ever since 1925. The choice to be uncompromising and to always pursue outstanding quality. These family values, together with our focus on the wellbeing of people and nature are key for our corporate*

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culture and will continue to be our north star for the next 100 years.”

The “**Goodness is a rebel’s choice**” platform, featuring the centenary’s slogan, will contain different projects and initiatives for the big celebration. The new communication campaign will go live from \*\*\* and focuses on the **brand’s two pillars**: rebelling against taking shortcuts – the company’s expertise has been to always produce its products the best way, like in the past – and the benefit of these choices – the clean air, high-quality ingredients and certified supply chain which have been yielding unmistakable wholesome natural goodness for a century.



*“The evolution of our communications has always mirrored the changes in the company, and fully express its values. From the famous Gnometti singing “Loacker, pure goodness” to the more recent “Goodness is a choice” to today’s “Goodness is a rebel’s choice”, which aims to communicate the brand’s rebel streak with a modern language, being its uncompromising self, allowing it to make all-round, high-quality, good products,” says Yvonne Profanter, Head of Communication, Loacker.*



A celebratory packaging will be used for the brand’s iconic products until the end of 2025, boasting a **rebellious and enticing look**. Countless activities across POS will feature promotional exhibition islands and materials with the new communication graphics and many other surprises in various cities starting from autumn 2024. Activities, projects, and one goal: **to celebrate the first century of Loacker history by laying the foundations for another century** of good and natural choices made respecting people, nature, and things done well without ever losing its rebel streak.



One hundred years in which the company has never stopped improving, **preserving its tradition of pursuing excellence over time.**

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## Loacker

Nature, quality, and love for things well done become delicious specialties of wafers and chocolate: since 1925, Loacker’s goodness has been a rebellious choice. Today, just like a hundred years ago, we bake most of our products up in the mountains, in Auna di Sotto, South Tyrol, and Heinfels, East Tyrol, at over 1,000 meters above sea level. It’s not an easy choice, but it’s Loacker’s rebellious yet good attitude that has transformed it from a pastry shop in Bolzano, founded by Alfons Loacker, into a world-renowned brand whose products delight consumers in over 100 countries. The spirit remains the same: all in the name of goodness, even if it means making difficult choices—100% natural taste and products made following the highest quality standards and modern processes, using only selected ingredients, without added flavorings, colors, or preservatives. Despite its strongly international presence, Loacker follows sustainable business strategies that respect the environment and people. As a family-run company, they optimize resources across all sectors and maintain their commitment to social and environmental issues.

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