

Press release

HEILEMANN presents floral praline compositions at ISM 'Instead of flowers', new chocolates and charming seasonal highlights for Christmas

In its 70th anniversary year, Confiserie HEILEMANN, the premium confiserie brand from the Allgäu in Germany, is once again setting fresh accents for specialist retailers and food retailers with many attractive and indulgent products. Exclusive and innovative flavour compositions that enrich the product ranges and create lasting chocolate moments will once again be presented to a wide trade audience at this year's ISM. 'Personal contact and tastings are essential,' says Corinna Wartenberg, CCO of Viba sweets. 'At HEILEMANN, we have so many great indulgence highlights for pralines, chocolate products and gifts again this year - so ISM is always an important stage for us'.

Attractive 'Floral Elegance' line extension for the praline range from March

Inspired by the beauty of nature, HEILEMANN is expanding its range with new, floral praline & truffle packs. With the 'Pralinés Deluxe' 143 g, the line extension offers an alcohol-free selection of nougat & marzipan pralines, while the 'Praliné Composition' 147 g impresses with fine nougat and truffle variations. The praline boxes decorated with opulent flowers offer exquisite moments of indulgence with a special flair - ideal for stylish events 'instead of flowers' or for personal enjoyment. HEILEMANN thus underlines its expertise in the production of pralines of the highest artisan quality.

Limited Edition: Autumn/winter chocolates with a new variety

For the colder days, Confiserie HEILEMANN is serving up tempting chocolate soul warmers in high-quality milk with special ingredients and stylish designs. With the three varieties, including the brand new **COFFEE CARAMEL**, CINNAMON PLUM and ORANGE PINE, customers can look forward to chocolate creations with a feel-good character and refined flavour. With their seasonal recipes, the 80g wafer-thin chocolate bars provide pure delight in the cooler months of the year. Available from September as shelf display cartons and in an attractive mixed display for the POS.

Charming gift ideas for Christmas expand existing range

HEILEMANN is bringing a breath of fresh air to the Christmas shelf for the festive season. In particular, new high-quality packaging concepts are setting the tone in the gift sector: two hexagonal gift boxes stand out from traditional square or round boxes. Filled with various praline balls, they revitalise the existing winter ranges in sage green and bordeaux, which HEILEMANN launched last season. The non-alcoholic Christmas Mix, 180g in sage contains an exquisite chocolate ball mix with milk cream, caramel and spiced nougat. The Christmas Mix 'Colourful plate' in Bordeaux contains the top-selling praline balls Knickebein, pistachio marzipan and Marc de Champagne. Whether as a customer gift or as a festive treat with the family - the charming designs and sophisticated recipes of the praline balls promise a

special Christmas experience. Christmas mix displays with a varied assortment attract attention in the shops.

‘More than chocolate’ is HEILEMANN's slogan. For decades, the brand has stood for excellent chocolate creations, handmade pralines and innovative indulgence concepts. With a mixture of traditional confectionery artistry and modern impulses, the brand succeeds in reinventing itself time and again - while at the same time guaranteeing the highest quality.

Viba sweets GmbH and its Viba and Heilemann brands are synonymous with unparalleled quality, the ultimate indulgence and exquisite gift ideas, founded in expertise and tradition since 1893. The Thuringian confectionery manufacturer, Viba, is the German market leader holding a share of over 60 % in the praline bar market, and offering the greatest variety with more than 30 different praline products. Heilemann, the Allgäu-based confectioner, is an established supplier of an exceptional choice of premium pralines, chocolate bars and hollow chocolate figures, and has been part of the Viba Group since 2016. In May 2024, the Hussel and arko brands, as well as the retail chain Eilles (a concession of J.J. Darboven GmbH & Co. KG), became part of the Viba Group. Now with a total of 190 branches including franchisees, Viba sweets GmbH is the biggest confectionery chain in Germany.

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