

## Press release

### Fruit meets praline: Viba launches innovative limited edition “Strawberry praline” and surprises once again with a pink praline

*Schmalkalden, January 2025* - The traditional brand Viba, known for its incomparably silky smooth praline indulgence, is launching a pink surprise in May 2025. With the launch of its new, fruity praline variety “Strawberry”, the company is once again focusing on innovation - and combining the finest praline with the refreshing note of natural fruit.

The strawberry praline will be available exclusively as a limited edition for the season from May to September. “Our aim remains to develop forward-looking, innovative products with an outstanding taste that also preserve our tradition,” explains Corinna Wartenberg, CCO of Marketing & Sales. The new variety will be presented for the first time at ISM in Cologne.

#### Focus on naturalness

With strawberry praline, Viba is bringing the Germans' favorite berry to the praline shelf and tapping into a constant taste trend that is intended to appeal to both the core target group and new buyers. The Limited Edition impresses with the use of high-quality fruit powder made from freeze-dried strawberries. This not only ensures an intensely fruity taste experience, but also a natural pink coloring that makes you want to try the first piece of praline. “With this limited edition, we not only want to meet the tastes of our customers, but also underline our commitment to sustainable and natural ingredients,” says Corinna Wartenberg. The fruity praline combines the best of both worlds: the silky smooth texture of the light hazelnut praline and the energizing fruitiness of ripe strawberries. This is what naturalness tastes like!

While the classic praline varieties develop their nutty taste particularly well at room temperature, the fruity strawberry praline liaison awakens true summer feelings when slightly chilled. “Enjoy cool” is therefore the enjoyment tip for consumers.

#### Full fruit ahead

The pink strawberry praline is released just in time for early summer and promises a very special treat for the praline summer thanks to its unique lightness. The small 10 g bites are individually packed in 100 g bags for optimum freshness. The strong packaging appearance in bright strawberry red is super fruity and clearly stands out visually from the other Viba praline classics. Without a window and instead with a large, delightful product image, the 100% paper bag is not only especially aesthetic, but also meets all the requirements for easy recycling.

With the launch of the new variety of praline, Viba once again demonstrates that tradition and innovation can go hand in hand. The pink limited edition is available in shelf display cartons for the individual varieties or in cross-merchandising displays with the finest praline Royal - a light chocolate praline. The launch will be supported by secondary placements at the POS, sales-supporting radio spots and targeted online and social media activities.

---

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.

Characters incl. spaces: 2997 | Reprint free of charge. Copy requested.

Photo credit: Viba sweets GmbH

**Press contact:**

Viba sweets GmbH  
Claudia Czerjak  
Postfach 100463  
98574 Schmalkalden, Germany  
Tel.: +49-3683-6921 871  
claudia.czerjak@viba-sweets.de  
[www.viba-sweets.de](http://www.viba-sweets.de)

Viba sweets Group



\*Eilles ist eine Lizenz der J.J. Darboven GmbH & Co. KG