

Press release

New benchmarks in the sweet spread market segment: Viba launches the light chocolate praline spread “ROYAL” in a tub for autumn

Schmalkalden, January 2025 - The market for praline nut spreads gains a delicious addition: Viba, the German praline specialist, has expanded its popular product range to add a new premium variety. By launching the light chocolate praline spread ROYAL in a practical 375g tub, the long-established company fulfils a number of customer desires and sets new standards in the segment.

The new variety is an homage to the successful ROYAL praline bar – now available as a spread. With freshly roasted hazelnuts, the creamy spread has a rich, natural flavour. It is free from palm oil, contains premium cocoa butter, and is complemented by a fine bourbon vanilla – a perfect choice for gourmets and everyone who values more sustainable products.

Promising “Praline for breakfast – and the day tastes better”, the **ROYAL praline spread** will delight consumers with its silky smooth texture and sublime, mellow hazelnut flavour. Viba has created the new product to offer greater variety on the breakfast table. Whether as a classic breakfast spread, or used to bake, dip, decorate or indulge in straight from the jar – the light chocolate praline spread is a real taste sensation for all praline fans. The 100% recyclable tub underscores Viba’s commitment to sustainability and will be available to retailers from September.

Perfectly complemented: A trio of praline spreads in 375g tubs

Viba’s new ROYAL variety completes its range containing the popular Classic and Dark Chocolate products, which will also receive a new, modern packaging design in autumn to accompany the product launch.

“Our strong trio of praline spreads gives retailers the opportunity to attract new buyer groups while sustainably increasing sales. We are convinced that our ROYAL praline spread will enhance this segment,” says Lars Eisenschmidt, Head of Sales at Viba sweets GmbH.

Viba offers retailers attractive cross-merchandising displays and secondary placements as well as shelf display cartons for the individual varieties. The launch will also be supported by an extensive communications campaign covering traditional channels as well as social media.

With its ROYAL praline spread, Viba once again highlights its position as a leading supplier of premium praline products in Germany.

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 Hussey 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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