

Press Release

Exciting and attractive innovations at the SWISS Pavilion at ISM 2025

Swiss manufacturers are implementing global trends in the confectionery sector with numerous new and, above all, attractive products. At the SWISS Pavilion, exhibitors will present products that also stand out for their unusual recipes. Sustainability is and will remain a priority.

A visit to the SWISS Pavilion in Hall 4.2 will once again be a must for trade visitors in 2025. This is a booth held jointly by a number of Swiss companies. Among those displaying their popular products and interesting innovations are Barry Callebaut Schweiz AG - Carma, Chocolat Stella Bernrain AG, Choco-Diffusion SA - Goldkenn, HALBA Sweet.Salty.Swiss., Bennetto Natural Foods Europe, HUG AG, Kägi Söhne AG, La Conditoria SEDRUN-SWITZERLAND®, Maestrani Schweizer Schokoladen AG and Villars Maître Chocolatier SA.

Creative chocolate ideas from Stella Bernrain

Stella Bernrain is one of the premium manufacturers of private label chocolates and has been producing Swiss chocolate for almost 100 years. More than 85 percent of their total production is private label products for corporate customers all over the world. People in over 50 countries enjoy their fine, high-quality chocolate specialties. Trade visitors looking for an OEM (Original Equipment Manufacturer) partner who can produce genuine Swiss chocolate and specialties of perfect quality under their brand name, with selected ingredients and at fair conditions, will find exactly what they're looking for in Stella Bernrain. Together with the customer, the company develops the perfect chocolate, customized to their requirements. In addition to a variety of shapes, packaging and certification options, Stella Bernrain will once again be presenting numerous new developments this year. These include milk chocolate with delicious pretzel pieces, dark chocolate with exotic sweet flakes made from the cacao fruit, or a delicious bar without cacao served with ChoViva and delicious cookies. In addition to the private label offer, visitors can also look forward to the innovations of the in-house brand STELLA.

The finest chocolate couvertures for professionals

Barry Callebaut joins the SWISS Pavilion as a new exhibitor. Carma, one of the company's major global brands, sells a broad portfolio of high-quality ingredients for the bakery and confectionery industry. This includes chocolate couvertures, fruit fillings, glazes, confectionery pastes, pre-mixed baking batters, gels and sugar pastes. At the ISM, the focus is on fine chocolate couvertures, which come in six different colors (black, dark, milk, white, ruby and gold). All these types of couverture are produced in Dübendorf near Zurich and are 100% made in Switzerland. To mark ISM 2025, the exhibitor is launching three new couverture recipes: one dark couverture with 51% cocoa content and two milk couvertures with 39% and 48% cocoa content respectively, both with reduced sugar content. The new covers will be available in Switzerland and export countries from July 2025. "We are seeing a trend towards reduced-sugar ingredients, particularly in the chocolate sector. In addition, the entire industry is facing new challenges due to high cocoa prices. High-quality, somewhat less price-sensitive products continue to perform well. Dubai chocolate has created a hype the likes of which the industry has not seen in years," explains the producer.

High-quality specialties for all the senses

At the SWISS Pavilion, visitors can look forward to numerous innovations from Choco-Diffusion. At ISM 2025, Goldkenn, the Swiss premium chocolate brand, will present its latest masterpiece: the Goldkenn Malibu Liquor Bar. The 100 g chocolate bar masterfully combines the rich, velvety texture of premium Swiss chocolate with the soft, creamy notes of Malibu's legendary coconut syrup. Every bite transports the senses into a tropical paradise. Goldkenn Malibu Liquor Bar uses only the finest ingredients, including Rainforest Alliance-certified cocoa, to ensure a sustainable and exceptional sensory journey. The bar is attractively presented in the luxurious packaging typical for Goldkenn and is therefore ideal as a gift or just a treat for yourself. SwissDream, a leading provider of Swiss tourist chocolate, introduces "Mooji the cow", a playful and irresistible addition to the Mooji collection that combines traditional Swiss charm with modern fun. Mooji combines the image of traditional Swiss cows with modern emojis. Mooji is more than just a chocolate product – it's a delightful plush toy with a 125 g bag filled with authentic Swiss neapolitans in four delicious flavors: milk chocolate, creamy praline, crispy hazelnut and intense dark chocolate. This unique combination of a cuddly plush toy and high-quality Swiss chocolate makes Mooji a perfect, adorable gift.

Chocolate indulgence without cocoa

HALBA, a division of the Coop Cooperative, will once again be exhibiting at the SWISS Pavilion in 2025. The company produces sustainable Swiss chocolate, innovative snacks such as nuts and dried fruits, and premium baking and cooking ingredients. Along with the best raw materials, in-depth know-how and processing to suit each variety, careful roasting, fine rolling and perfected conching are key to giving HALBA chocolate its unmistakable Swiss appeal. Its comprehensive range is offered in conventional and organic quality, as well as with pioneering sustainability credentials garnered through in-house projects to meet the highest Swiss quality standards. At ISM 2025, HALBA will be presenting reduced-sugar chocolate varieties as well as chocolate without added sugar. HALBA is responding to the increasing demand for functional chocolate with innovative products, e.g. with protein additives. In response to the ongoing cocoa shortage, the exhibitor has also developed "chocolate" without cocoa.

Swiss organic chocolate in charming packaging

Benetto Natural Foods, renowned for its organic dark chocolate, will debut at the ISM trade fair in Cologne in 2025. The Swiss-made chocolate brand has already carved out a niche in New Zealand and Australia and is set to expand its reach and influence in Europe. "This is an exciting moment for Benetto", said a company spokesperson Joaquim De Group. "Exhibiting at ISM allows us to share our passion for organic and ethical chocolate with a wider audience."

Crispy, creamy, light and airy

Kägi Söhne combines tradition with innovation. The exquisite waffle products of this exhibitor, which hails from Toggenburg in eastern Switzerland, are now among the most popular exports. Kägi will be exhibiting at ISM 2025 with their classic product, the Kägi Fret wafer bar (50 g). A perfect gift for family and friends. The individually packaged Kägi Classic wafers in 125 g/250 g/500 g bags are ideal for taking out with you or for sharing. Also popular are their light and airy chocolate pralines: the Praliné des Alpes in milk and dark varieties, which are also part of the exhibition program. The company is responding to the trends towards more conscious consumption, smaller packaging units and increasing demand for high-quality gifts with products such as Kägi Crisp'n Cream, a unique

crunchy and creamy treat. Its delicate chocolate and milk cream, crispy baked wafers and creamy mousse filling leave nothing to be desired. The new specialty is available as a family pack, in a bag or as a bar.

Promoting impulse purchases with new products

La Conditoria SEDRUN-SWITZERLAND AG will once again make its mark at ISM 2025 with creative confectionery ideas. The range it will be showing at the exhibition includes, among other things, its leading products such as the Mini Bündner Nusstörtli as well as other miniature cakes. The exhibitor is now presenting the zippered pouch (known in the trade as a “doypack”) containing 80 g of Mini Bündner Nusstörtli (ten cakes at 8 g each) as a snack item. One particular sales promotion idea is the “impulse purchase cartons”, which are filled with two Mini Bündner Törtli (38 g). They are specially produced for different seasons, so that the customer can choose the design. The confectionery specialist from the Grison Alps will also be presenting its chocolate products to the trade audience, including its Florentin chocolate bar, as well as new items such as the chocolate clouds and cereal balls lines.

Innovation with Munz, Minor and Avelines

Maestrani Schweizer Schokoladen AG will once again delight trade visitors in 2025 with its high-quality Swiss chocolate and confectionery specialties and will once again present itself at the SWISS Pavilion at ISM 2025. With the brands Munz, Minor and Avelines, Maestrani demonstrates its innovative strength and commitment to sustainability. All products are free from palm oil, made from 100% Fairtrade cocoa and purely natural ingredients, and are CO2-offset. Munz stands for diversity and enjoyment to share. In 2025, the focus at Munz will be on the unique new Munz chocolate bars in white, milk and hazelnut varieties, which combine a completely new format with the flavor of the popular Munz Prügeli. These large bars consist of eight miniature bars that can be broken off and consumed individually. With their creamy consistency and balanced recipe, they offer an incomparable taste experience and are ideal for enjoying together. The Minor brand continues to expand its range and combines tradition with innovation. In addition to the popular varieties Minor Original and Minor Almond, Minor Crunchy has been added to the range. This new variety offers a new taste experience with the finest hazelnut brittle, coated in melt-in-the-mouth Minor chocolate, making for an irresistible crunchy treat. The Avelines pralines, whose original recipe dates back to 1922, are synonymous with premium Swiss chocolate indulgence. In 2025, the products will have a new, modern design. The range is complemented by practical 60 g gift packs and the exclusive Avelines Princesses variety (200 g), which is made with the best almonds from California.

Villars Maître Chocolatier – indulgence since 1901

Villars has been known for its fine Swiss chocolates since 1901. The focus is on producing products of the highest quality, made using traditional methods and the best ingredients. Villars is synonymous with rich, creamy milk chocolate and embodies the best of traditional Swiss chocolate. The tailor-made packaging is perfect to meet the specific needs of the respective market and provide consumers with unique experiences. Villars has positioned itself as an important player in the premium chocolate market with a wide range of products designed for the needs of different consumers. Tasting: to enjoy the authentic flavors of Swiss chocolate; sharing: to enjoy chocolate together with friends and family; gifting: to give pleasure with an elegant gourmet present; and finally, snacking: so you can enjoy chocolate on the go in handy packs. Villars Maître Chocolatier

uses only Swiss milk of incomparable quality and purity. The milk is collected in Neuchâtel, Fribourg and Bern. The quality and variety of herbs on which the cows feed, as well as the purity of their surroundings, explain the unique taste and creaminess of Swiss milk. It's the combination of this PURE Swiss milk with selected cacao beans, enhanced by the expertise of Villars Maîtres chocolatiers, which is reflected in the finesse of Villars chocolates.

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion. As a private consulting and platform organization working on behalf of the Confederation and the cantons with around 200 employees and more than 3,000 partners worldwide, S-GE supports its customers with their international business development in more than 130 countries each year. S-GE has its own teams (Swiss Business Hubs, SBHs) in approximately 45 countries. The Swiss Business Hubs are integrated into the diplomatic missions of the Federal Department of Foreign Affairs (FDFA).

The Swiss Exhibitors at ISM 2025

[Under this Link](#) you will find the directory in which the product range and innovations of the exhibitors at the SWISS Pavilion are listed.

<u>Company</u>	<u>Website</u>	<u>Hall/Stand-Nr.</u>
Barry Callebaut Schweiz AG – Carma	www.carma.ch	4.2, K-013
Bennetto Natural Food EU SAS	www.bennetto.eu	4.2, L-009
Choco-Diffusion SA - Goldkenn	www.cdggroup.ch	4.2, K-019
Chocolat Stella Bernrain AG	www.swisschocolate.ch	4.2, L-010
HALBA Sweet.Salty.Swiss.	www.halba.ch	4.2, L-018
Hug AG	www.hug-familie.ch	4.2, K-017
Kägi Söhne AG	www.kaegi.com	4.2, K-009
La Conditoria Sedrun-Switzerland AG	www.conditoria.swiss	4.2, L-011
Maestrani Schweizer Schokoladen AG	www.maestrani.ch	4.2, M-010

We look forward to your visit!

SWISS Pavilion | Halle 4.2 | Stand No. K-009 bis M-010

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