

Visit E.Wedel at ISM2025: where sweet excellence meets innovation

E.Wedel, a renowned Polish confectionery brand with over 170 years of tradition, is set to make a significant impact at the ISM 2025 Trade Fair in Cologne. Recognized as the world's leading trade fair for sweets and snacks, ISM serves as a global hub for innovation, networking and trend exploration within the confectionery industry. E.Wedel's presence at this prestigious event promises to be a highlight, blending its rich heritage with contemporary innovation.

E.Wedel – a tradition of sweet craftsmanship

Founded in 1851, E.Wedel stands as one of Poland's most iconic confectionery brands. Its wide array of products, from classic chocolate bars to innovative sweets, has delighted generations.

Participation in ISM 2025 aligns seamlessly with E.Wedel's vision is to harmonize tradition with modernity while expanding its global reach.

What sets E.Wedel apart?

- **Over 170 years of craftsmanship**

A legacy of the E.Wedel brand is rooted in quality and continuous innovation. The brand has been offering products like Ptasia Mleczko® since 1936, crafted using the same high-quality recipe. On the other hand, it launches new products for the younger generation of consumers, such as SNACK chocolate with amazing flavors such as Cola or Popcorn.

- **Single-origin cocoa**

E.Wedel has exclusively sourced cocoa from Ghana since its foundation, ensuring a distinctive, rich flavor. The bitterness and richness of Ghanaian cocoa can be experienced both in milk and dark chocolate from E.Wedel.

- **Innovative products**

From classic dark and milk chocolates to inventive filled chocolates, E.Wedel constantly evolves to meet contemporary tastes. How about chocolate with espresso or tiramisu filling?

- **Commitment to sustainability**

With a strong focus on responsible sourcing and eco-friendly packaging solutions, E.Wedel ranks among the most environmentally friendly companies.

E.Wedel at ISM 2025: experience a taste of innovation

E.Wedel's 55-square-meter booth C048 in hall 11.1 will be a must-visit destination, offering interactive experiences and a chance to explore the rich history and groundbreaking products.

Product innovations

At E.Wedel's stand you will have a chance to taste extraordinary flavors of new and iconic products of this Polish brand, such as:

- **Creamy chocolate:** New premium milk and dark chocolate with indulgent chocolate fillings, also available as heart-shaped pralines.
- **Snack chocolate:** Bold flavors like Cola, Salty, Popcorn, and Bubble Gum, designed for Generation Z and Alpha yet enjoyed by all.

- **Ptasie Mleczko®:** The iconic treat will be showcased in six regular flavors and exclusive limited editions, offering visitors a new way to savor this classic delight.
- **Solid and filled chocolate tablets:** Milk and dark, solid, with ingredients and filled with the most popular and innovative flavors – these chocolates can be found at E.Wedel's booth.

Engaging interactive experiences

Upon arriving at E.Wedel's booth, you will be welcomed with a cup of coffee served in a branded E.Wedel cup. Next, you can explore digital solutions, including an interactive product catalog with a quiz on tablets and an immersive video presentation showcasing the company's history and innovations on large screens around the booth.

At the main counter, there will be a tasting session featuring three of E.Wedel's main chocolates: Milk chocolate, Dark chocolate 64%, and White caramel. Warmly melted in chocolate fountains, they will be ready to cover fresh and dry fruits.

But that's not all yet! At E.Wedel's stand you can take part in a presentation of the brand's product and new consumption rituals. You will be offered a wide variety of Ptasia Mleczko® shakes prepared by our shake's maestro. Discover Panna cotta, Minty cloud and more. E.Wedel also offers a "do it yourself" experience with shakes. Wondering how? Stop by at Hall 11.1, both no. C048 and ride a Bike Blender! Don't miss the chance to take home printed recipes for Ptasia Mleczko® shakes and ice cream.

In the meantime, you can capture sweet memories in Ptasia Mleczko® enchanting world – a digital photo booth will take pictures for you and your colleagues.

Last, but not least, E.Wedel's representatives will take part in a "Sweet week talks & tasting" presentation. Come to the **"Sweet week - talks & tasting"** stage on Tuesday, 4th of February, at 10:30 and listen to our story on **"How to stretch the boundaries of a brand with over 170-years of heritage in the world of snacks for the young"**.

Sustainability in focus

E.Wedel participates in numerous ESG initiatives, demonstrating its strong commitment to sustainability. You will learn about:

- **Eco-friendly packaging:** utilizing recyclable and biodegradable materials.
- **Ethically sourced cocoa:** partnerships with sustainable cocoa suppliers in Ghana.
- **Carbon footprint reduction:** initiatives aimed at minimizing environmental impact.
- **Charity initiatives and collaboration with foundations.**

Strengthening international presence

With ISM's global platform, E.Wedel aims to extend its reach into new markets by forming strategic partnerships and showcasing its innovative products to an international audience.

Plan your visit to E.Wedel's booth

Visitors to ISM 2025 can expect a truly immersive experience at E.Wedel's booth. E.Wedel's participation in ISM 2025 reaffirms its position as a leading Polish brand in the confectionery industry and underscores its dedication to innovation and sustainability. Don't miss this opportunity to

experience E.Wedel's world of sweetness firsthand. Visit us at Hall 11.1, Booth C048, and celebrate a legacy of excellence in every bite!