

Press release

Viba fruit bars - Snack Bars fruit for your pocket

When energy and flavor go hand in hand

Our fruit bars are the perfect snack for on the go – delicious, practical and full of high-quality ingredients. Whether for a hike, the office or in between: Enjoy the ideal mix of nuts and fruit!

Bar variety that tastes good

Our bars are perfect for anyone who loves this irresistible combination. If you like it fruity, go for our fruit bars with dried fruit – natural and full of flavour.

The perfect snack - always and everywhere

Whether for sport, everyday life or in between meals – our bars are your ideal companion. The ingredients ensure full flavour without unnecessary additives.

Discover and enjoy now

Our fruit bars offer you a variety of flavours: from berry-strong to super fruity. The cranberry-aronia, banana-apple, pomegranate and multi-fruit flavours are also purely plant-based and therefore vegan.

Discover the variety and enjoyment of Viba sweets!

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.

Photo credit: Viba sweets GmbH

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Viba sweets Group



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