



Confiserie Heidel · Hafenringstr. 6 · D-49090 Osnabrück

PRESS RELEASE

Invitation to a World of Fantasy and Fairy Tales – New Products from Confiserie Heidel

Osnabrück, 01 February 2026 This year as well, and right on time for ISM, the Osnabrück-based traditional brand Confiserie Heidel invites you to discover its diverse range – with inspiring new products and the ever-popular classics. Heidel is renowned for high-quality chocolate creations in extraordinary packaging, developed in-house from the very first idea. A large part of the production is still lovingly handmade at the Osnabrück site. Also, the chocolate itself is produced in Osnabrück. Thus Heidel will present at ISM the creative results of a full year of inspiration, market insight, and devotion to the product – products in the form of nostalgic Christmas tales, adorable birthday characters, imaginative gnome forests, colourful comic adventures, and much more.

A special preview: next year Heidel will celebrate its 50th anniversary – marking half a century of joyful chocolate stories.

FLORAL CHOCOLATE GREETINGS FROM HEIDEL

If you want to give someone pleasure, these special chocolate greetings are the perfect choice. Confiserie Heidel presents its new range of high quality milk chocolate (100g) in a fresh floral look – ideal for birthdays, small thanks, or just because.

The special feature: Each packaging is designed like a greeting card and finished with a delicate fabric bow. This loving detail turns the bar into an elegant gift with a wow factor – personal, charming, and surprisingly premium. Whether "Happy Birthday", "Thank you", "All the best", or "For my favourite person" – every wish is conveyed here with an extra dollop of sweetness.

In short: the indulgence of smoothly melting chocolate fused with a heartfelt message – a gift that's sure to be remembered.



A NEW FIGURE IN THE HEIDEL WORLD: THE BIRTHDAY DACHSHUND

Birthday Dachshund Fany Tin Box

Happy Birthday on four paws! With the new Birthday Dachshund, Heidel combines fun, charm and sweet indulgence, bringing animal-friendly cheer to the chocolate shelf. The brightly illustrated tin box, shaped like the little dachshund, is one of the products in this heartwarming range. With a filling of delicious chocolate pieces (75g), this tin is already a gift in itself – perfect for celebrating birthdays with a wink and plenty of heart.

Birthday Dachshund 7 Chocolate Miniature Bars

Seven times sweet wishes – the new product “Birthday Dachshund” brings party vibes and good humour with its colourful design. Each small high quality milk chocolate bar (52.5g total) features the lovable dachshund as ambassador, combining delicate chocolate enjoyment with a special birthday greeting. Perfect for gifting, sharing, or enjoying yourself.

BEE „BEE HAPPY“

Sweet birthday greeting hardly gets sweeter: Heidel's new Bee “BEE HAPPY” is a charming metal tin in the shape of a bee with a surprise effect. The yellow-and-black striped wings bear “Bee happy...” – when you open them, the message “...and smile” appears. A lovely detail that's sure to bring a smile.

The cheerful bee is filled with delicious chocolate pieces with milk cream filling (43g). It combines sweet words, playful design and delicious indulgence in a single gift that is bound to linger in the memory.

HEART-WARMING GUARDIAN ANGEL

The lovingly collection from Heidel makes it especially easy to give love and warmth. The small gift bags are designed as cute angels — with button eyes, a friendly smile, and delicate wings. On their dresses there is a heart-shaped cut-out that reveals a view of the delicious chocolate pieces inside (43g). Whenever we want to send our loved ones a little guardian angel to accompany them, this is Heidel's perfect gift.



COOL, COOLER, HEIDEL-„KIDS“!

The popular Heidel "Kids" series is getting cheerful new additions! From 2026, young (and old) chocolate fans can look forward to a new highlight. The original "Friendsbox" is a lovingly designed metal tin with witty, freely chosen slogans. It is filled with delicious chocolate pieces with a delicious milk cream filling (75g), which you'll want to share with friends right away.

The design of the Heidel "Kids" products is a real eye-catcher: colourful, playful and full of energy – like hand-drawn comics with cheerful speech bubbles and cute animal figures in superhero costumes. A wonderfully funny look that instantly puts you in a good mood!

Further information:

www.heidel.com

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