



Confiserie Heidel · Hafenringstr. 6 · D-49090 Osnabrück

PRESS RELEASE

Confiserie Heidel celebrates 50 years of sweet gifts for all occasions

Osnabrück, 01 February 2026 Confiserie Heidel, the traditional Osnabrück brand, celebrates its 50th anniversary in 2026. Since its foundation in 1976, Heidel has stood for the perfect combination of high quality chocolate and exceptional gift ideas – from occasion-based presents for Christmas, Easter and Valentine's Day to premium year-round gifts.

Looking back at Heidel's history, the spirit of the times is revealed: in the brand's products, one can see, in a wonderful way, how the culture of gift-giving has changed. In the early years, small porcelain figurines — from dancers and angels to chimney sweeps — delighted customers, whereas today, the imaginatively designed packaging, made from a variety of materials, is a hallmark of Heidel. In particular, the diverse, exceptional, and lovingly crafted designs are unmistakably linked with the brand. Year after year, Heidel manages to translate trends into products and meet the preferences of its fans. At the same time, there are product ranges that have remained virtually unchanged for decades — foremost the beloved Nostalgia series for Christmas and Easter, which yields a high level of recognisability. The product lines embody then as now customers' longing for the familiar, for permanence, and for emotionally meaningful gifting, especially around the holidays.

Tradition goes hand in hand with innovation and ingenuity at Confiserie Heidel. All products are developed at the Osnabrück site, mostly still crafted by hand with care. The chocolate is also produced specially for Heidel by the chocolate factory Farüchoc which is – like Heidel – part of the Windel Group.



This foundation also shapes Heidel's outlook for the future: innovative packaging, new product and marketing concepts, as well as modern chocolate recipes and the combination of craftsmanship with contemporary design trends, are intended to strengthen the brand identity and delight chocolate lovers in the years to come.

At ISM 2026, visitors can look forward to a diverse experience around sweet indulgence and creative gift ideas.

FURTHER INFORMATION

www.heidel.com

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