



Media Release

Sweets China – delicious confectionery from Switzerland

Zurich, 17.08.2007. **At Sweets China 2007, which is being held from 5 to 7 September in Shanghai, Switzerland is presenting its sweetest side. In the «SWISS Pavilion», organised by Osec Business Network Switzerland, in Hall E2, eight Swiss companies are presenting their high-quality chocolate specialities, fine sweets and cereal products to an interested specialist public.**

The «**SWISS** Pavilion» at Sweets China will be a focus of taste and enjoyment. The Swiss exhibitors are presenting their products under the banner of Switzerland as a family brand and in cooperation with the Swiss sector federations Chocosuisse and Biscosuisse, FIAL, Swiss Business Hub China and Osec Business Network. Thanks to their high quality, confectionery products from Switzerland enjoy an excellent reputation around the world. Select ingredients, the majority produced at home in Switzerland, proven recipes, delicate processing and great manufacturing expertise ensure their high standard of quality and excellent taste.

Strong foreign demand for chocolate

The export figures are a clear sign that Swiss chocolate and sweet specialities are very popular abroad. According to the Swiss sector federation Chocosuisse nearly 169,000 tonnes of chocolate was produced in 2006, of which approx. 99,000 tonnes was exported to 130 countries around the globe. Chocolate bars and small formats make up the main proportion of the chocolate specialities produced. The designation Swiss Chocolate is protected. Only products which are made of finish-conched chocolate or chocolate mass manufactured completely in Switzerland from cocoa beans, cocoa mass, cocoa butter, sugar and if necessary milk are allowed to bear the designation Swiss Chocolate. Alongside Swiss chocolate which is particularly popular abroad, sweets made in Switzerland also do really well on the export market.

Traditional roots

Like chocolate, sugar confectionery products such as sweets have a long tradition in Switzerland. The industrial manufacture of sweets in Switzerland started back in 1850. Last year the Swiss sugar confectionery manufacturers produced just over 26,000 tonnes of sweets, including more than 17,000 tonnes of hard sweets. 70.4% of the products are nowadays exported to the EU. Germany and France are among the biggest importers of Swiss sweets. Over half of production is now accounted for by sugar-free products. The Swiss themselves like to eat sweets and favour a varied range. Consumption stands at 3.3 kg per person per year. Herbal and fruity flavours remain popular. New products are regularly being introduced, sometimes in unusual flavours which the manufacturers successfully launch on the market.

For sophisticated lovers of chocolate

The Swiss exhibitors in the «**SWISS** Pavilion» are presenting a wide range of different authentic chocolate specialities. In addition to the internationally well-known brand article manufacturer Nestlé, which is presenting an extensive range of its various brand products, other manufacturers of Swiss chocolate products are represented. Along with fine slab chocolate and the popular chocolate bars in various flavour directions they are presenting select and luxurious confectionery products, nougat, ganache sweets, chocolate fondue, chocolate drinks and cakes. The trend towards dark chocolate made using selected cocoa beans from the countries of origin is likewise reflected. The Swiss manufacturers are among the pioneers in this sector. Chocolate lovers also appreciate the numerous innovations from Switzerland which every year ensure that there is something new to be experienced on retailers' confectionery shelves. A number of new products will be whetting the appetite for Swiss chocolate at the «**SWISS** Pavilion». For instance, under the designation "Chocobolo" one manufacturer is presenting small chocolate sticks for which exclusively cocoa from the countries of origin is used, as well as gently melting gianduja sweets. Filled chocolates spheres as well as chocolate drops and premium wafers are further new developments.

Swiss Alpine herbs and healthy cereal bars

Switzerland is also represented with a wide range of products in the sweets sector. Swiss herbal sweets for example impart a refreshing Alpine feeling from local mountain herbs. These are accompanied by pastilles and sweets having various additional functions such as for soothing a sore throat or with few calories or the additional inclusion of vitamins and minerals. New products in this sector include pastilles with the taste of dragon fruit, sweets which are made using a special medieval monks' recipe and Swiss herbal sweets with an extract of edelweiss. A further exhibitor is represented with a range of healthy and delicious cereal bars. These include breakfast, children's,

sport and energy bars, protein and diet bars and as a new development various fruit bars.

We look forward to your visit!

«**SWISS** Pavilion», Hall E2, Stand No. D-04

Further information:

Sandra Müller

Project Manager Trade Fairs

Osec Business Network Switzerland

Stampfenbachstrasse 85 / Postfach 492 / CH-8035 Zurich

Tel. +41 44 365 54 51

smueller@osec.ch; www.osec.ch