

## PRESS RELEASE

FI Europe 2019

### HERZA chocolate pieces: Three new trend lines for versatile uses

**Norderstedt, September 2019** – At the FIE in Paris the HERZA Schokolade company is presenting three new product lines, each with six types of chocolate pieces. The product lines are Chocolate Coffee Chunks, Cheesecake Temptations and Caramel Creations. Adding crunch, fruit or salt turns these chocolate pieces into trendy flavour sensations that give muesli, snack mixes and ice cream a special note. At the shared booth 6D90 of the Stern-Wywiol Gruppe fair visitors can let the new products inspire them.

#### Caramel indulgence redefined

Caramel is one of the fastest growing sweets categories around the world, and is also becoming a leading flavour in many other product areas. The new HERZA caramel range offers six different chocolate pieces with the most popular caramel notes. There are short, narrow chips with a creamy *Toffee* flavour and extra wide chips with a caramel flavour reminiscent of *Butterscotch*. Both are made of white chocolate, just like the *Fruity Caramel* leaves, little amber flakes with a light, fruity caramel note. White chocolate is also the basis for the irregular *Burnt Caramel* cubes with their dark caramel tone and strong caramelised, burnt note, and the *Salty Caramel* chips with the salty accent that is more and more a trendsetter. Hard crunch gives the *Salted Caramel Crunch* pieces made of milk chocolate a special note.



#### Cheesecake Temptations



Cheesecake has long been a favourite in trendy flavours, whether for cake, pralines, yogurt, ice cream or cereals. With the new Cheesecake Temptations, grandmother's classic treat gets exciting nuances. Four of the six variants are based on white chocolate. These include *Matcha Cheesecake*, little green leaves with real matcha powder and cheesecake flavour, and *Lime Cheesecake*, irregular broken pieces with lime crispies. *Blueberry Cheesecake* consists of irregular pieces with a special handmade character and eye-catching purple colour from trendy blueberries. In *New York Cheesecake* the white chocolate leaves are dressed up with raspberry powder and crunchy bits for a second bite. The range also features *Crunchy*

HERZA Schokolade GmbH & Co. KG

Segeberger Chaussee 132  
22850 Norderstedt / Germany  
Telefon: + 49 (0) 40 / 500 176 - 0  
Fax: + 49 (0) 40 / 500 176 - 76  
info@herza.de  
www.herza.de

Geschäftssitz Norderstedt  
Ust.-ID-NR.: DE812994513  
Amtsgericht Kiel HRA 2633 NO  
Komplementärin  
HERZA Verwaltungsges. mbH  
Amtsgericht Kiel HRB 4438 NO  
Geschäftsführer  
Florian Bayerlein / Torsten Wywiol

HSH Nordbank AG, Hamburg  
BLZ 210 500 00  
Konto 375 485 000  
BIC: HSHNDE33  
IBAN: DE87 2105 0000 0375 4850 00

*Chocolate Cheesecake*, super thick chunks of milk chocolate with brownie crispies, and *Caramel Cheesecake*, whose large double leaves resemble a two-layer cheesecake. The top is delicious caramel chocolate, while the bottom is white chocolate with a fresh cheesecake note for an unusual treat.

### **Chocolate Coffee Chunks**

Coffee and chocolate have long been a dream team. With its new product line, HERZA puts beloved coffee shop classics into chocolate pieces. One is the *Café Latte* squares marbled in mocha and white chocolate, with a pleasing milk note. In *Latte Macchiato* the double chips of mocha chocolate is covered in white chocolate, giving it an unusual two-phase look with latte macchiato flavour. The *Frappé Xylit* chocolate chunks are a special experience. The Xylit sweetener gives these white chocolate pieces with coffee powder a cooling effect, making them refreshing like ice coffee. In contrast, the *Espresso* chocolate bits combine dark chocolate and coffee powder for a strong espresso note in a special format. As delightful as its namesake coffeeshop trendsetter, *Caramel Macchiato* features irregular white chocolate chips with coffee and caramel flavour. The milk chocolate pieces with crunchy chopped *Coffenibs* are a special indulgence. Fair visitors can experience these innovations in person at FI Europe, and learn more about their advantages and applications.

### About HERZA:

*HERZA Schokolade GmbH & Co. in Norderstedt near Hamburg, Germany is one of the world's leading suppliers of quality functional chocolate pieces for the food industry, and the European market leader in small chocolate pieces for mueslis. In addition, HERZA has made a name for itself as a contract manufacturer, providing development and production of functional bars. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of twelve subsidiaries, HERZA can make use of many synergies. The company has access to the knowledge of around 100 R&D specialists and to the extensive applications technology of the Group's large Technology Centre in Ahrensburg, Germany. It also benefits from shared production facilities and the Group's own logistics resources, so it can offer customers a high degree of flexibility and innovation capabilities.*

### **More information from:**

Tina Höhne  
Marketing HERZA Schokolade  
Phone: +49 (0)40 / 284 039-93  
Email: [thoehne@herza.de](mailto:thoehne@herza.de)

### **Contact for the press:**

teamhansen / Manfred Hansen  
Mecklenburger Landstr. 28 / D-23570 Lübeck  
Phone: +49 (0)4502 / 78 88 5-21  
Email: [manfred.hansen@teamhansen.de](mailto:manfred.hansen@teamhansen.de)

**We request courtesy copies of published articles. You can also e-mail us a PDF of the article or send us a link to the publication.**

HERZA Schokolade GmbH & Co. KG

Segeberger Chaussee 132  
22850 Norderstedt / Germany  
Telefon: + 49 (0) 40 / 500 176 - 0  
Fax: + 49 (0) 40 / 500 176 - 76  
[info@herza.de](mailto:info@herza.de)  
[www.herza.de](http://www.herza.de)