

## Press Release ISM 2020

**At ISM in Cologne (February 2-5, 2020, Hall 11.2, Stand: E031), Salzburg Schokolade will be presenting the following news to international trade visitors:**

### **Maria Theresia series is extended by two new products: Coated nougat almonds in a convenient bag and chocolate specialty in an impulse pack**

Given the strong international demand, the chocolate assortment of Maria Theresia was extended by a sugar-coated almond specialty and a noble praline in an impulse pack.

### **Roasted almond specialty coated in nougat chocolate cream and cocoa**

Whole almonds of the finest quality, covered with white and light nougat cream and a fine coat of milk chocolate: a dream for all lovers of sugar-coated nougat specialties. For „self-consumption“ or for snacking at home and on the go. The nougat specialty will be available from Q1-2020 in a practical 130g convenient bag. First orders can already be made at ISM.

### **Noble chocolates with double nougat cream filling and hazelnut**

The fine praline made of delicate milk chocolate is filled with light & dark nougat cream and a whole hazelnut: a dream for all nougat lovers. The praline is wrapped in golden foil with the image of Maria Theresia and is available in two noble gift packs. For „self-consumption“ or for snacking at home, it is also available in a convenient bag and as the new „impulse pack“ with three chocolates. The Impulse product is in the introductory phase since the second half of 2019.

### **The Maria Theresia assortment. A truly imperial delight!**

### **Salzburg Schokolade: Salzburger Schokoladenmacher seit 1897**

Salzburg Schokolade is a **traditional, family owned Austrian confectionary manufacturer** located in Grödig, close to Mozart's native city of Salzburg. The history dates back to the 19th century and here the art of confectionary is still cultivated. At Salzburg Schokolade they are particularly proud of the famous **“Echte Salzburger Mozartkugel”** by Mirabell, manufactured exclusively for Mondelez. Furthermore, national and international partners are provided with **labels as Salzburg Schokolade, Maria Theresia or Salzburg Confiserie** – but also with private labels. Part of the product range is also the well-known **Bobby chocolate bar**, an Austrian sweet icon, delicious chocolate specialties, exquisite wafers, chocolate coated products and many more. Salzburg Schokolade manufactures also high quality semi-finished products (as nougat, chocolates, glaze, frosting, etc.) under the traditional Austrian brand **nordpol** for professional users as bakers and confectioners. In addition to the plant in Austria, Salzburg Schokolade operates another plant in Plana (Czech Republic), that offers tailor-made **co-packaging solutions** for food and sweets.

### **More information and fotos, download here:**

<http://www.schoko.at/de/presse>

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