

## PRESS RELEASE

### **Salzburg Schokolade produces for Austrian Airlines its own chocolate medallion**

- Multi-year contract for the production of a chocolate medallion specially developed for Austrian Airlines created by Salzburg Schokolade
- The finished Austrian Airlines designed chocolate medallion will be distributed immediately to all Austrian Airlines passengers as a free giveaway and is part of the new „Austrian Mélangerie“ catering range, which the airline will implement internationally from March 18, 2021
- The „Austrian chocolate medallion“ is the airline’s cultural & gastronomic „greeting“ to its international passengers

Grödig/Salzburg, March 17, 2021- Salzburg Schokolade is now producing a 15g chocolate medallion specially developed for Austrian Airlines with an aluminum foil printed in Austrian red. In sum, Austrian Airlines will have several million pieces of chocolate medallions produced by Salzburg Schokolade each business year. Salzburg Schokolade is the only manufacturer with two products in Austrian’s new catering program - the „Austrian Schokotaler“ and the „Echte Salzburger Mozartkugel from Mirabell“, which Salzburg Schokolade produces exclusively for Mondelez.

Christian Schügerl, CEO of the Salzburg Schokolade Group, is delighted with this prestigious business cooperation: „With this large order, Salzburg Schokolade is making its mark in challenging economic times - and demonstrating that the company is one of the leading confectionery manufacturers in the German-speaking world in terms of product quality, price attractiveness, and service orientation. We won this multi-year contract in a 15-month acquisition project and succeeded against tough international competition. We are looking forward with great pleasure to take off together with Austrian Airlines.“

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## **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 specialities, exquisite wafers, chocolate coated products and many more. Salzburg Schokolade manufactures also high quality semi-finished products (as nougat, chocolates, glace, 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.

**Media information available for download at:** <http://www.schoko.at/de/presse>

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