



Business Report
WAWI-Schokolade AG, Pirmasens
2010/2011

In the financial year 2010/ 2011 ending on April 30th, WAWI achieved an increase of 12 % and a total tonnage of over 15,000 t. Through amelioration of productivity, mainly in the packaging sector, the increased quantity has been achieved with the same amount of 600 employees.

Very positive for the company with headquarter in Pirmasens were the 2 digit increases of the brands WAWI “ Schoko-Reis “ and “ Schoko-Woelkchen “ as well as “ Nappo “ and “ Moritz Eiskonfekt “. In March 2011 WAWI was honored by the Lebensmittelzeitung with “ top brand 2011 “ in the category puffed rice and therefore is one of the leading brands in Germany. For 30 years WAWI uses only the highest quality raw materials for the original recipe. Healthy rice, high quality cocoa from the best growing regions and extra light full-milk chocolate make for it’s extremely mild taste.

3 years ago WAWI created the hand made “ Schoko-Woelkchen “ which was a real innovation. The “ lightest Chocolate in the world “ is now listed nationally with all major food retailers and had an increase of 36% in the financial year 2010/ 2011. In contrast to the puffed rice that is much stronger in the southern part of Germany “ Schoko-Woelkchen “ have been very well accepted in northern Germany as well.

The classic brands “ Nappo “ and “ Moritz Eiskonfekt “ also had strong increases. For both items the distribution has been increased nationwide. This success was helped by the sponsoring of ski star Susanne Riesch. She promoted since last winter the Moritz Eiskonfekt as “ Moritz – cool – chocolate “.

For products in the sugar category price increases this fall are inevitable. Sugar will be 50 % more expensive in October and cocoa-oil will be 70 % higher than last year.

Nevertheless “ Nappo “ and Moritz Eiskonfekt “ will still be attractive sweets with a good value as they have been for the past 80 years.

In the industrial chocolate sector WAWI holds 25.1 % of Fuchs & Hoffmann GmbH in Bexbach/ Germany. The majority of this company belongs since January 01, 2010 to the Krueger group in Bergisch Gladbach/ Germany. Fuchs & Hoffmann manufactured 35,000 to of cocoa mass and liquid Chocolate in 2010, which is an increase of 29 %.

Since July 2010 WAWI also holds 25.1 % in Confiserie Coppeneur et Compagnon GmbH in Bad Honnef/ Germany. This company manufactures high quality pralines and Grand Cru chocolates for specialty stores, luxury hotels and top restaurants. We are also very proud about the ongoing good relationship with Lufthansa, which for many years serves Coppeneur specialties in its first class.

The chocolate is being made from the bean in it’s own roasting facility. Only selected beans from Ecuador, Dominican Republic, Madagascar or Ghana are being used.

Even though Confiserie Coppeneur services a totally different market than WAWI, there are positive synergies such as product development at WAWI and through WAWI’s worldwide activities Coppeneur’s export can be increased.

WAWI has plants in Russia, Rumania, China, Australia and Canada. Especially successful were the factories in China and Canada last year. The Chinese products are mostly being exported to Australia and North America. These are mainly hand decorated Hollow figurines and advent calendars. In the Chinese market Moritz Eiskonfekt is very much liked, especially during the spring celebrations when it is offered in an attractive gift box. After the takeover of Chocolat Jean Talon, leading manufacturer of decorated Hollow figurines in Canada, in June 2010 Wawi Canada increased its turnover by 54 %.

Distribution of the Jean Talon items is done exclusively by our partners Regal Confections.



As of September 01, 2011 Mr. Andreas Nickenig (43) joined WAWI as managing director. Mr. Nickenig has worked for Haribo for the past 18 years, in his last position as marketing and sales director. While Dr. Mueller will dedicate his time more to finances and the factories in Australia, China and Canada, Mr. Nickening will be in charge of marketing strategies for Nappo, Moritz-Eiskonfekt and WAWI Schoko-Reis and Schoko-Woelkchen in Europe.