

PRESS RELEASE

Protein-enriched chocolate and compounds increase the incentive to buy **HERZA Schokolade combines the protein trend with enjoyment**

Norderstedt, June 2018 – Today's retail trade is unthinkable without protein-enriched products. Very often the focus is on dairy products, but high-protein cereals are gaining significance too. Foods with a high protein content stand for healthy nutrition, but health benefits alone are not enough to achieve a high level of acceptance with consumers. They must offer enjoyment too. This is precisely the requirement brand suppliers and private labels in the retail trade can meet with the new range of high-protein chocolate and compound pieces from HERZA Schokolade.

Crispies and fruit pieces for individual flavour experiences

The range consists of protein chocolate in various shapes. In each case there is a choice between white chocolate enriched with milk protein and milk or dark chocolate with extra vegetable protein. The protein content for all chocolate and shapes is between 20 and 25 percent. The chocolate pieces are also available as low-sugar variants. Small crispies, fruit pieces or fruit powder permit an additional taste experience; they can be worked into the chocolate according to customer wishes.

The right format for every application

The shapes of HERZA's protein chocolate pieces depend on the application and particular customer requirements. Cereal manufacturers, for example, may enrich their protein muesli with high-protein chocolate leaves to specifically address athletes and health-conscious consumers who will not want to miss their chocolate muesli.

Chunks, on the other hand, can be worked into bakery products or ice cream with no trouble at all because of special formulations. Also, they are very easy to melt and to be used as a coating for bars, wafers or other protein-enriched confectionery.

Highlight: quark compound with milk protein for trendy ice cream varieties

HERZA offers a new quark compound coating specially for ice cream varieties such as quark or skyr ice and also frozen yoghurt. These chopped pieces also contain between 20 and 25 percent protein. Integrated lime crispies give the high-protein pieces a fresh taste that also goes well with quark or skyr desserts. In a two-chamber system, these quark compound pieces can also be a delicious addition to high-protein desserts based on milk.

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

About HERZA:

HERZA Schokolade GmbH & Co. KG with its registered office in Norderstedt, near Hamburg, is one of the world's leading suppliers of quality functional chocolate for further industrial processing. In the field of small chocolate pieces for muesli, the old-established company is in fact the European market leader. HERZA has also made a name for itself as a contract manufacturer developing and producing functional bars. As a member of the independent, owner-managed Stern-Wywiol Gruppe consisting of twelve companies, HERZA makes use of numerous synergisms. The firm has access to some 80 R&D specialists and their pool of knowledge at the large and lavishly equipped Technology Centre in Ahrensburg. Further advantages are jointly used production plant and the group's own logistics system. Customers benefit by a high degree of innovativeness and flexibility.

More information from:

Giselle Lamberti
Marketing HERZA Schokolade
Phone: +49 (0)40 / 284 039-27
Email: glamberti@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

If you publish this press release we would be grateful if you would send us a voucher copy. Alternatively, you could send us the article by e-mail as a PDF or a link to the publication.