

## PRESS RELEASE

BIOFACH 2024

### **HERZA Schokolade: Classic chocolate indulgence and vegan alternatives**

**Norderstedt, January 2024** – High-end flavour, healthy indulgence, and sustainability are strong drivers in the confectionery market. With four new lines of chocolate pieces in organic quality, HERZA Schokolade meets current trends. At BIOFACH 2024 in Nuremberg visitors can try these specialities for ice cream, muesli, porridge, snacks, and garnish at the joint booth of the state of Schleswig-Holstein (booth 9-335).

#### **The NobleChoc Collection for maximum indulgence**

High-quality ingredients meet classic formulations: In the development of the NobleChoc range HERZA went for flavours that are especially popular these days. The result is six noble combinations with traditional components like caramel, nougat, and coffee. The leaves of gently melting caramel chocolate with caramelized crunchy bits of coconut flower sugar are perfect for staging ice cream, muesli, porridge, and snack products, whether as inclusion or garnish. The same goes for the creamy leaves of finely rolled milk chocolate with caramelized milk powder. For summery, fruity accents there are the chopped pieces of yogurt chocolate with strawberry bits and a touch of vanilla. More intense flavour is offered by the soft leaves of dark chocolate with a strong cocoa note, accentuated by a pinch of sea salt. The mocha chocolate leaves with their high coffee content and crunchy roasted coffee pieces give ice cream, muesli, or snack products a special note. Nut lovers will love the chips of milk chocolate with nougat and an extra portion of hazelnut paste.



#### **PureChoc Perfection: Reduced sugar, original flavour, vegan**

For vegan products with clean label or natural images, the PureChoc Perfection line offers a selection of chocolate pieces for many applications. The six different organic products are free from refined sugar, milk products, and grain. They feature a natural flavour that makes them a perfect fit with what consumers want right now: Pure, authentic indulgence, not too sweet, and definitely vegan. For example, the organic orange leaves have only two ingredients – cocoa mass

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and orange oil. The other chocolate pieces are based on a preparation of cocoa mass and cocoa butter, which is then individually seasoned with spices like cinnamon or cardamom, vanilla and tonka bean, or chili. In the organic chips, mocha paste gives a fine coffee note.

### **Caramel Dreams for individual expectations**

Caramel remains one of the most popular flavours. With three organic leaf versions, HERZA goes all-in for caramel indulgence with a good conscience. For a strong note there are the caramel chocolate leaves sweetened with natural coconut flower sugar. For a mild caramel flavour there are leaves sweetened with cane sugar. The third product is designed for vegans. These leaves of caramel cocoa-butter glaze have a natural sweetness from date powder, while oat powder stands in for milk.

### **Vegan Milky Choc Delights: Leaves, pieces, and chips with various milk replacements**

Vegan products are more and more important in the confectionery market. HERZA already presented two vegan organic products as alternatives to milk chocolate at BIOFACH 2023. Now the range has been extended. Alongside protein powder from sunflower seeds, oat powder and tiger nut flour are used as milk replacements. Together with cocoa butter glaze, all three types of vegan pieces offer alternatives to milk chocolate in organic quality, with a mild, sweet, creamy flavour.

#### 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 150 R&D specialists and the extensive applications technology of the Group's large Technology Center in Ahrensburg, Germany. It also benefits from shared production facilities and the Group's own logistics resources. This lets it offer customers a high degree of flexibility and innovation.*

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