



Heidi Chocolat Acquires Schwermer Confiserie – A Well-established German Company

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The Swiss company Heidi Chocolat Group AG, a company specialized in premium chocolate, acquired Schwermer Dietrich Stiehl GmbH - a renowned German producer of premium pralines and Königsberger marzipan in Bad Wörishofen, Germany . With this acquisition Heidi will enhance its production capacity, strengthening its competencies in premium pralines and also its presence in the German and Austrian markets.

“By integrating the Schwermer company in the Heidi family and through the expansion of Heidi team with the highly experienced employees of Schwermer Confiserie, we will be able to offer to our customers even more products of high quality under the Heidi brand”, stated Gerald Neumair, President of the Management Board of Heidi Chocolate AG.

The production unit of Schwermer Confiserie will be a free-standing subsidiary of The Heidi Group and a sister company of Heidi Chocolat S.A., Romania

New exciting opportunities are foreseen especially for the Romanian unit and for its export activities. “Heidi Chocolat S.A. Romania will profit from a larger assortment of products and from the production capacity expansion for new products. The factory in Germany will also provide a better access to the German market for the existing Heidi products” confirms Peter Mueller, Managing Director of Heidi Chocolat S.A

Both production units, HEIDI Romania and SCHWERMER Germany, combine highest quality commitment, craftsmanship and passion for chocolate & confectionery art with the entrepreneurial and client oriented culture.

The President of Heidi Chocolat Group foresees a bright future: “The acquisition of Schwermer will bring Heidi Chocolat a better economical and strategical positioning for all future challenges” declares Gerald Neumair. “We are happy to be able to close the negotiation with the Stiel family in such a positive way and to be able to build the future together with the SCHWERMER team. We are also extremely happy to have gained Mr. Erwin Vondenhoff as General Manager, having in mind his success story in leading Heidi Chocolat S.A Romania. We will further build on the existing strengths through a broad development plan. We will also bring to life new marketing concepts through international

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channels. Moreover the production possibilities of Schwermer will allow us to accelerate Heidi's brand innovation process.

About Heidi Chocolat

Present today in over 50 countries, Heidi Chocolat SA was founded in 1994 by the Swiss family Laederach, the owner of Confiseur Laederach AG, a famous producer of confiserie and premium chocolate products. In April 2013 Heidi became part of KEX Confectionery SA. Heidi Chocolat AG is part of the same group.

Today Heidi Chocolat is the leader of premium chocolate in Romania. Half of its production is exported, the brand being present in over 50 countries. The main export markets are: Germany, Austria, UK, Poland, Switzerland, Russia and China.

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