HEIDI

THE INDULGENCE COMPANY

Welcome to the chocolate side of life

www.heidi-chocolate.com



1994

The HEIDI journey starts. A passionate Swiss Chocolatier founds the HEIDI Chocolate Atelier. The name ‘HEIDI’ is inspired by the character of the famous story.



1996

It’s HEIDILICIOUS! The first chocolate tablets arrive on the shelves and instantly win consumers hearts.



1997

HEIDI becomes a symbol of Christmas. Santa brings the first hand-decorated HEIDI Christmas Figurines.



1998

HEIDI's creativity has a rich taste. New compositions of high-quality chocolate, fillings and natural ingredients make HEIDI pralines a consumer favorite.



2002

HEIDI launches new delicacies – like the rich and smooth recipe of dark 85%, with a high cacao content – and extends its portfolio with more dark assortments with natural ingredients.



2004

HEIDI goes international. HEIDI is creating happy moments for people in over 10 countries.



2018

HEIDI Chocolate is present in over 50 countries.



2024

HEIDI celebrates its 30th year anniversary and launches a new packaging design.

Company facts

30 years of experience in chocolate crafting

Founded by a Swiss renowned in family, producer of premium chocolate and confiserie products.

A global presence - HEIDI products can be found in more than 40 countries on 6 continents, with strong focus in Bulgaria, Moldova, Poland and Hungary.

300+ highly skilled employees developing, producing and distributing premium chocolate for selected retailers worldwide.

Highest quality vegan dark chocolate and know-how in production of confiserie products - manual caramelization of whole nuts and hand painted figurines.

Extensive and diverse product portfolio, across all chocolate categories: tablets, pralines, countlines and seasonal figurines

Why Heidi?

SWISS HERITAGE AND EXPERTISE

EXTENSIVE PORTFOLIO AND HIGH INNOVATION RATE

DIVERSE SELECTION OF NATURAL INGREDIENTS

HIGHLY SKILLED AND COMMITTED TEAM OF SPECIALISTS

GLOBAL PRESENCE IN PREMIUM CHOCOLATE MARKETS

AVAILABLE IN SELECTED RETAILERS ALL OVER THE WORLD

CUSTOMIZED SOLUTIONS BASED ON FLEXIBLE PRODUCTION



Craftsmanship

HEIDI was founded by passing on the Swiss Art of making chocolate. Today, the talent and dedication of our passionate chocolatiers is the reason why HEIDI tastes so good.



Positivity

HEIDI always looks at the bright side of life. We believe that everyone deserves to get the best out of life and we know that a great tasting chocolate can make people live on the chocolate side of life.

Naturalness

HEIDI is a symbol of wanting to go back to nature. In the heart of the mountains, HEIDI enjoys nature to its fullest and aims to bring that connection to our consumers.



Curiosity

HEIDI never stops exploring new ingredients and chocolate recipes. We pass the curiosity on to our consumers, whom we invite in a journey of discovering new taste experiences.





What makes Heidi unique?

THERE IS ONE FOR EVERY OCCASION

HEIDI is dedicated to all chocolate lovers around the world. We understand the complex needs and desires of our consumers and create special products to meet them all.

For me

Every consumer is unique and we celebrate this by creating the perfect chocolate for each! HEIDI has an extensive and ever growing range of products, with surprising combinations of ingredients.

For you

Beautifully crafted HEIDI pralines come in premium packaging and make the perfect gift for every occasion. Hand-painted figurines and thematically packaged pralines give seasonal excitement to the holidays.

For us

Sharing is caring and HEIDI loves bringing people together to experience special moments and discover new tastes. All our pralines and tablets are great for sharing. In the end, HEIDI offers pieces of bliss, worth sharing with the loved ones.

Heidi Dark

MORE COCOA, LESS SUGAR, VEGAN, FULL TASTE

NATURALLY SURPRISING DARK COMBINATIONS

WIDE VARIETY FOR EVERY TASTE





Dark
Mild 50% 50g/80g



Dark
Intense 75% 50g/80g



Dark
Extreme 85% 50g/80g



Dark
Supreme 95% 50g



Dark &
Espresso 80g



Dark &
Sour Cherry 80g



Dark &
Raspberry 50g/80g



Dark &
Cranberry 80g



Dark &
Blueberry 80g



Dark &
Mint & Lemon 50g/80g



Dark &
Pistachio 80g



Dark &
Orange 50g/80g



Dark
Intense 75% 27g



Dark &
Raspberry 27g



Dark
Extreme 85% 27g



Dark &
Espresso 27g



Dark &
Mint & Lemon 27g

Heidi Origins

HIGH COCOA CONCENTRATION

SINGLE ORIGIN – MEXICO, ECUADOR, VENEZUELA

RARE & COMPLEX FLAVOR PROFILES



Dark Origins
Mexico 50g



Dark Origins
Ecuador 50g



Dark Origins
Venezuela 50g



Heidi Grand'Or

SELECTED CARAMELIZED WHOLE NUTS

THIN LAYER OF FINE CHOCOLATE

IRRESISTIBLE GOLDEN CRUNCH





Grand'Or
White Almonds
& Pistachio 100g



Grand'Or White
& Hazelnuts 80g/100g



Grand'Or Milk
& Hazelnuts 80g/100g



Grand'Or Milk
& Almonds 100g



Grand'Or Dark
& Hazelnuts 80g/100g



Grand'Or Dark
Hazelnuts



Grand'Or Milk &
Hazelnuts



Grand'Or White
Hazelnuts



Heidi Crème d'Or Tablets

DESSERT-INSPIRED FLAVOURS

LUSCIOUS FILLING

ONE FOR EVERY TASTE: WHITE, MILK & DARK CHOCOLATE



Crème D'Or Cheesecake 90g



Crème D'Or Hazelnuts 90g



Crème D'Or Tiramisu 90g



Crème D'Or Cappuccino 90g



Heidi Taste the World

GLOBALLY TRENDING FLAVORS

PREMIUM INDULGENCE

STRONG EMOTIONAL AND SEASONAL RELEVANCE



New York
Pumpkin Spice
Latte 100g



Stockholm
Cinnamon
Rolls 100g



Heidi MilkBerry

RICH MILK CHOCOLATE

DELICIOUS BERRIES

RICH IN REAL FRUIT



MilkBerry
Raspberry 80g



MilkBerry
Blueberry 80g



Heidi Caramel Nuts

VELVETY MILK CHOCOLATE

CRUNCHY CARAMELIZED NUTS

SELECTED HAZELNUTS, PISTACHIOS AND ALMONDS



Caramel Nuts
Pistachio 80g



Caramel Nuts
Almonds 80g



Heidi Crunch Edition

A MULTI-SENSORY SYMPHONY

SPECIALTY TEXTURES

MILK & DARK CHOCOLATE



Caramel Crush
80g



Cocoa Crumble
80g



Golden Crunch
80g



Heidi Mountain Dreams

DELICIOUS MOUNTAIN-SHAPED PRALINES

INSPIRED BY NATURE

GIFTING FORMAT



Mountain Dreams
Wild Berries 150g



Mountain Dreams
Hazelnuts 150g



Heidi Bouquet

INDIVIDUALLY WRAPPED PRALINES

BEAUTIFUL FLOWER PACKAGING

WHOLE INGREDIENTS INSIDE



Bouquet
Milk & Hazelnuts
120g



Bouquet
Dark & Cherry
120g



Bouquet
White & Cappuccino
120g



Bouquet
Milk & Pistachio
Kadayif 120g



Heidi Good Mood

IDEAL FOR GIFTING OR SHARING

ELEGANT APPEALING PACKAGING

WHOLE CARAMELIZED NUTS AND BLACK CHERRIES



Good Mood Dark &
Black Cherries 119g



Good Mood Milk &
Caramelized Hazelnuts 119g



Heidi Winter Collection

DELIGHTFUL CHRISTMAS DECORATIONS

PERFECT FOR WINTER INDULGENCE

SAME DELICIOUS FILLINGS



WinterVenture Milk&Cookies
90g



Filled Figurinest
45g



Christmas Tree Apple & Cinnamon
150g



Hollow figurines
70g



Mini filled figurines
80g



Bouquet pralines
70g



Heidi Spring Collection

EXPRESSION OF LOVE AND APPRECIATION

FLOWER INSPIRED PACKAGE DESIGN

WIDE VARIETY OF PRALINE BOXES



Bouquet
Milk & Hazelnuts 100g



Bouquet White &
Strawberry 120g



Bouquet
Milk & Hazelnuts 140g



Bouquet
pralines 70g



Heidi Easter Collection

VARIETY OF HAND PAINTED AND COLORED FIGURINES

ATTRACTIVE PREMIUM PACKAGING

DECORATIONS FOR THE EASTER TABLE



Hollow figurines 75g



Coloured bunnies 75g



Coloured sheep 85g



Mini filled figurines 40g



Mini filled figurines 20g





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