

*Dairy*

*Nuts*

*Inclusions*

*Chocolate*

## CONFECTIONEY NPD

While vegan and reduced-sugar offerings are increasing, consumers truly delight in blurred categories, premiumization and learning stories behind their snacks.

As with yogurts and other dairy desserts, alcohol-infused confectionery and alcohol flavors are brewing in the sweets arena. ASDA's Extra Special Gin & Sloe Gin Chocolate Truffles contain real gin and are decadently dusted with silver and ruby red shimmer.

Meanwhile, Goldkenn has released its Captain Morgan Swiss milk chocolate tablet with a liqueur syrup center, and Bailey's has launched a Sea Salt Caramel Fudge, flavored with the creamy Irish whiskey that is widely paired with coffee.

Vodka has worked its way into chocolates as well with Mon Chéri's Cherry Meets Vodka chocolates, which contain alcohol. In turn, Morrisons' The Best Lemon & Juniper Gin Flavour Dark Chocolate Bar gives confectionery a premium appeal with its incorporation of adult beverage flavors.

Confectionery is blurring categories like never before with crossovers reaching beyond alcohol flavors. Other beverages, such as coffee and cola, are also being incorporated. KitKat's A Taste of Caramel Cappuccino is one example, as well as Cola Flavour Sweet Treats.

Indulgent crossovers include mixing popcorn with raspberry and white chocolate bites, as in Tompouce Flavoured Marshmallows, and vegan Mallow Puffs that are salted caramel flavored and "dunked in Belgian dark chocolate." Becky's Jelly Bean Donut Fun are jelly beans packaged in the shape of a donut, creating a cross between the pastry and jelly beans. Similarly, Nestle has released Munchies cookie dough chocolates, and Lindt has come out with Cookie Snack Bites.

Crossovers also provide a means for healthy indulgence or the incorporation of superfoods. Zotter's Seaweed, Caramel, Pineapple chocolate bar incorporates natural sources of salt (seaweed) and sugar (pineapple) to create a product with whole food appeal.

### Sweet Highlight



#### **Galaxy Caramelised Hazelnut Vegan Chocolate (Ireland)**

Chocolate made with hazelnut paste and caramelized hazelnut pieces, in a 100g aluminum foil wrapper held in a carton box.

Suitable for vegans. The clear NatureFlex film inside is made with wood fiber and is compostable. Recyclable packaging.

Sugar, cocoa butter, hazelnut paste (15%), dried rice syrup, cocoa mass, caramelized hazelnuts (6%) (hazelnut pieces, sugar), vanilla extract, salt.



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CBD in new product launches is also blossoming, as consumers increasingly accept the trendy ingredient, despite controversial legislation surrounding it. Little Love's CBD-infused chocolate bar radiates a clear aura of health and ethics with raw, organic, vegan, plastic-free, direct-trade claims, and the tagline "Eat Will, Love Life."

Acerola is another super ingredient appearing in NPD for its high content of vitamin C and antioxidants. Velamint's cherry acerola mints boast a sugar-free claim in addition to the prominent superfood on-pack.

Meanwhile, Eva's Cultured Kombucha Confections appeal to consumers looking for fermented products for benefits in gut health while also indulging in candy.

Increasingly companies are representing animals in a bid to win over consumers with their inherently warm and fuzzy charm. The Nestlé Llama Edition of its Smarties brand is described on-pack as "fabu-llama," while other brands bear pictures of alpacas and tigers.

Cute creatures are increasingly being featured on products which are gelatine-free, appealing to those who are conscious of avoiding animal-based products. Connie the Cute Caterpillar gummies boast a "veggie" and "gelatine free" claim. In line with this trend, Fruit-tella has also launched gelatine-free koala-shaped gummies and Funky Veggie. Cachet's Milk Chocolate & Banana Fudge bars encourage consumers to "go bananas" with eating them, because each bar sold is linked to a humanitarian cause. On-pack messaging associates the brand with Cocoa for Schools, a project in South Tanzania which aims to improve the lives of children in the African region.

Storytelling is also being applied to explain the provenance of ingredients. No. 1 Waitrose and Partners Dominican Republic Milk Chocolate has a single-origin cocoa claim. On the fantasy side of storytelling, Katjes has placed unicorns and fairies on its Wunderland Black-Edition. Meanwhile, Toms has come out with a spooky packaged Heksehl salty licorice.



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## Selected Global Confectionery Innovations

			
<b>Eva's Cultured Candy: Tropical Spice (US)</b>	<b>Frankonia No Sugar Added White Crisp Chocolate (Germany)</b>	<b>Morrisons The Best 52% Cocoa Lemon And Juniper Gin Flavour Dark Chocolate (UK)</b>	<b>Lindt Hello Nice To Sweet You Cookie Snack Bites: Dark Cookie Snack Balls In Milk Chocolate (Germany)</b>
Sugared SCOBY candies from the kombucha drink, with mango, apricot and cardamom flavor.	White chocolate crisp in a 90g aluminum foil wrapper held in a carton box.	Dark chocolate with lemon flavored candy pieces and juniper oil, in a 100g aluminum foil wrapper held in a carton box.	Dark cookie snack balls (20%) in milk chocolate (79%). Comes in a resealable plastic pouch.
Kombucha confections. These sweet treats are produced in small batches to ensure freshness and protect live probiotic cultures and enzymes. The candies are created from the SCOBY, Symbiotic Culture of Bacteria and Yeast, that develops during the kombucha fermentation process.	No sugar added. High protein. Lower carbohydrates. UTZ Certified. Gluten-free.	Made from a unique blend of West African and Central American cocoa beans by family chocolatiers in Northern Italy. Fairtrade certified. Suitable for vegetarians. Recyclable packaging.	Green Dot Certified.
Organic kombucha SCOBY (symbiotic culture of bacteria and yeast), organic refined cane sugar, organic cardamom, natural mango and apricot flavor.	Cocoa butter, skimmed milk powder, sweetener: maltitol, whey protein isolate (13%), whey protein crispies (10%) (rice flour, whey protein isolate, emulsifier: lecithin (soy), soy protein crispies (5%) (soy protein isolate, tapioca starch, salt), butter fat, emulsifier: lecithin (soy), natural flavor.	Cane sugar, cocoa mass, cocoa butter, lemon flavored candy pieces (2%) (sugar, concentrated lemon juice, mango puree, potato starch), emulsifier (soy lecithins), juniper oil, vanilla extract.	Sugar, cocoa butter, whole milk powder, wheat flour, cocoa mass, lactose, vegetable fat, anhydrous milk fat, skimmed milk powder, low-fat cocoa powder, glucose syrup, wheat starch, tapioca starch, wheat gluten, glucose-fructose syrup, barley malt extract, thickener, salt.



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### 1. Name Brand Alcohol

Familiar brands in alcoholic beverages are blending with confectionery

### 2. Animal Representation

Eco-conscious consumer behavior may be driving more animals on-pack.

### 3. A Star is Born

CBD's perceived health benefits have led to a boom in NPDP.



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#### 4. Cocoa Conscious

"Guilt-free" no longer entails solely low-calorie foods. The pursuit of investing in a good cause can also drive purchasing decisions.

#### 5. Blurring Lines

Is it chocolate, fruit or popcorn? This trinity of snacks combines all three.

#### 6. Salted Caramel Forever

The winning combination of salt and caramel continues to be ubiquitous.



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