



Biography

Owner

- Josef Zotter, married to Ulrike Zotter, three children
- Apprenticeship as a chef/waiter and confectioner
- After numerous jobs in Austria and abroad he was from 1987 to 1999 self-employed as a confectioner and owner of four outlets. The z o t t e r cakes achieve regional fame. Nevertheless, the company becomes insolvent in 1996.

z o t t e r Chocolate Manufacture Milestones

- Since 1992 **hand-scooped chocolates** have been produced in the back room of the confectioneries.
- 1994: start of the cooperation between Zotter and the art designer **Andreas h. Gratze**.
- Opening: In 1999 the **z o t t e r Chocolate Manufacture** is opened in A-8333 Riegersburg, Bergl, on the farm of Zotter's parents. Specialization on the production of chocolates.
- 2002: **expansion of the manufacture by a "Running Chocolate Bar"** for tastings.
- Since 2004 **preparation of the Chocolate Factory**. Intense preoccupation with cocoa processing as well as **expeditions to the cocoa-growing countries**.
- 2007: **Expansion of the manufacture into the Chocolate Factory and the Choco Shop Theatre**.
- **Chocolate Factory**: A complete Chocolate Factory is integrated into the production. The chocolates are produced starting from the bean. Josef Zotter is one of the few European bean-to-bar producers and the only one who produces exclusively in organic and fair quality.
- **Choco Shop Theatre**: expedition for visitors into the world of chocolates with various tasting and information stations and an adventure shop. Annual number of visitors to the manufacture: more than 170,000.
- 2009 Zotter introduces his **franchising plan** at the BioFach 09 in Nürnberg – the **z o t t e r Chocolate Shop** for taking-away.
- 2009 First **Chocolate-Shop** open from early November in **Essen** (Germany)
- 2010 a **Zotter Choco Shop** was opened in the DEZ **Innsbruck** and another shop in **Salzburg**.
- 2011 "**Edible Zoo**" Josef Zotter offers all visitors to the Choco Shop Theatre animal delights on a surface of 27 hectares. With farmer's golf, Knick Pick store and plenty of animals around and on the plate. Starting from May 1st 2011

Product launch

- Since 1992 **hand-scooped chocolates** have been produced in the back room of the confectioneries.
- In 1995 Josef Zotter invents the term "**hand-scooped**" for his layered and filled chocolates. He is the first chocolate producer who uses this term also on the packing in order to describe his vision of chocolate. A mixture of inventive talent and handcraft filled in layers of chocolate.
- 1998: **drinking chocolate** in the form of hand-scooped chocolate bars including accessories is launched as a new product line.

- In 2000 the product line is complemented by the **balleros**, the delightful feats rolled in chocolate.
- 2007: **BASiC**, the couverture for baking and decorating, is offered.
- 2008: the first **Labookos**, a comparison of pure chocolates roll off the assembly line.
- 2008: the **Nashis**, the small pure 7gr (0.25 OZ) bars are launched.
- 2009 the new brand **Mitzi Blue** will conquer the shelves; the round chocolates.
- **CHOCOshots oral** is the revolutionary line from zotter where he presents textures in a new form. Delicious ganaches filled into injections; thus you can enjoy soft fillings without any diversion.
- **BIOfekt**, the new confection line by z o t t e r to 100% organic starts up with over 60 sorts.
- 2010 the **Lollytop** are available. Chocolate lollies for children and all those who wish to have fun.
- 2010 **nougsus** is launched on the market. Nougsus is the nougat luxury in a chocolate bar format.
- The **Mi – Xing Bar** will start on the beginning of March 2011. Customers may create their own chocolate in 18 millions of variations (the number was actually calculated by a mathematician).

Numbers and structur

- The z o t t e r chocolate manufacture is run as a **family business** by Josef and Ulrike Zotter. Their daughter Julia is already working on cocoa-related research projects in Brazil and their son Michael is also studies food technology.
- Team: **around 100 employees**, mainly women from the region.
- Tons: **Approx. 460 tons of cocoa** from Nicaragua, Peru, the Dominican Republic, Ecuador, Costa Rica, Panama, Bolivia, Brazil, India and the Congo are processed per year. **160 tons of sugar** from Paraguay, about **1 million litres** of milk from organic mountain farmers in Tyrol, **1200 kilos of genuine vanilla**, 15 kilos of long pepper and much more.
- Turnover: **Approx. 55 % of the turnover is generated in Austria, approx. 45 % abroad** (Belgium, Denmark, Germany, Estonia, Finland, France, Greece, Great Britain, Italy, Japan, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Portugal, Romania, Sweden, Switzerland, Slovakia, Slovenia, Spain, South Korea, Czech Republic, Hungary). The internet shop also plays an important role as a distribution channel.
- **Structure of distribution:** Zotter relies on a **variety of retailers** in order to support small and medium-sized businesses. The topic variety is reflected in a wide structure of distribution.

ORGANIC and FAIR

- Since 2004 contracting partner of **FAIRTRADE**. Conversion of the entire assortment to fair trade.
- In 2006 the entire assortment was converted to **ORGANIC**. All basic materials are from certified organic cultivation.
- Since 2001 **regular travels to the cocoa farmers** in the cocoa-growing countries: Venezuela, Nicaragua, Panama, Peru, Brazil, Bolivia, Ecuador and Costa Rica.
- Since 2006 sponsorship of 3 cooperatives in Nicaragua in order to impart environmentally friendly and socially acceptable marketing models. **Quality instead of poverty**.
- 2008: certification of the Brazilian cocoa by the independent **Swiss control institute IMO**.
- Another **joint project** with the cocoa farmers from **Altamira/Brazil** is currently developed. Josef Zotter visited his producers in the Amazon Basin and the return visit took place in February 2010.
- In 2010 z o t t e r started the **project “Cocoa instead of cocaine“** in Columbia. Development aid on the basis of an economic partnership. The project is stopped due to risks and lacking networks.
- 2009 **“Bad Blumauer Manifest“** – for a sustainable management, initiated by Josef Zotter, Robert Rogner jun. (Spa Therme Blumau) and Johannes Gutmann (Sonnentor)
- 2010 **“A Piece of Forest“** – the environmental chocolate. Zotter plants a tree in the rainforest per piece of sold chocolate bar. Zotter’s contribution to the Year of the Forest

which is declared by the UNO for 2011. Zotter's partner is the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management Environment and the WWF.

- 2010 **"Goats for Burundi"**. Each sold Lolly Top includes a donation to the Caritas project "Goats for Burundi". One goat ensures the survival of an entire family.

Books

- In 2003 the book **"Schoko l'art"** is published in cooperation with Yvonne Quella and Andreas h. Gratze.
- 2006 is published the book: **"Chocolate. The Sweet Sides of Live"** by Josef Zotter.
- In September 2009 the new **chocolate cookbook "Alles Schokolade"** by J. Zotter is published .

Awards

- In 2004 Zotter is awarded the **"Trophée Gourmet"** in the category Gourmandise for outstanding products.
- In 2005 Zotter is honoured as the **"Entrepreneur of the year"** in the category handcraft.
- In 2006 Zotter is awarded the **"Trigos"** prize for businesses with social responsibility. His commitment to the social sector with sponsorship projects such as the chocolate "Setting an example" is honoured.
- In Perugia, Italy, Josef Zotter obtains den **EUROCHOCOLATE AWARD 2006** as the best European chocolate manufacturer.
- Zotter is awarded the great prize of the Styrian economy **"Primus 2007"** for his comeback.
- In 2007 the consumer platform "Marktcheck" which is run by **Greenpeace** awards Zotter the grade **"excellent"** in terms of: ecology – ingredients, transport, packaging, genetic engineering – as well as keeping of animals in a species-appropriate environment and social aspects.
- In 2008 the Zotter Chocolate Manufacture obtains the **"Trigos Steiermark"** award for the project: **Quality instead of poverty** in Nicaragua.
- Andreas h. Gratze obtains the highly popular **iF – Packaging Award 2008** of Düsseldorf in the category packaging design.
- In 2008 during the Organic Marketing Forums in Warsaw the competition **"Best of Organic"** was held for the first time and the best organic product of the year was awarded a prize.
- Andreas h. Gratze is nominated for the **Design Award of the Federal Republic of Germany** for the Zotter graphics.
- In 2009 the Chocolate Manufacture is chosen as a **flagship enterprise** among the SME of Austria.
- 2010 Zotter is invited to the renowned **Harvard University**. z o t t e r is the only Austrian company which meanwhile forms part of the students' curriculum as a case study.
- 2010 Zotter receives the award **"Trigos Steiermark"** for the project "Cocoa instead of cocaine". Moreover he is awarded the **"Sonderpreis von WIN"** (Special Prize by WIN, Economic Initiative for Sustainability).
- 2010 Zotter's Mitzi Blue chocolates are nominated for the **"Utopia Award 2010"**. Utopia searches: role models, organisations, companies and products which actually make a difference or set a completely new impulse in a sustainable sector! (decision on October 28th 2010)
- 2010 Zotter receives the seal of approval **"Erlebniswelt Wirtschaft – made in Styria"** (The fascinating world of economy – made in Styria) for his Choco-Shop-Theatre.

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