



VISION & CREATION

At the beginning of the nineties the choice on offer in the chocolate market was agonisingly boring. The offer was dominated by nut chocolates and milk chocolates. Eating dark bitter chocolates was regarded as something out of the ordinary.

Josef Zotter wanted to make more out of chocolate and began to revolutionise the market with hand-scooped chocolates and outstanding varieties such as “Hemp and Mocha”. In the meantime his creations have turned into a cult.

However, he has never followed the market but simply did what his passion and his inquiring mind urged him to do. Over 300 different varieties, including Biofekt, are contained in the assortment of the bean-to-bar manufacturer. After all, each human is individual and has his own personal taste. Josef Zotter wants to create chocolates for individuals who enjoy with awareness. Zotter’s chocolates are characterised by a personality and charisma.

Zotter also stands for **quality** which represents a key element of his vision. If for a change not the money but the taste matters, one can of course use solely high-quality raw materials which guarantee - in combination with **creativity** and experience - a taste adventure which will convince you.

This was all that was necessary to bring about the word-of-mouth advertising for z o t t e r.

Zotter’s decision to convert the entire production to organic and fair has captured the essence of our age. Honest and **sustainable products** are the latest trend.

THE COMPANY

The family enterprise z o t t e r is domiciled in Bergl in East Styria (Austria) directly next to the parental home of Josef Zotter. The former stable was converted for production. Subsequently, the production facility was extended to include a complete Chocolate Factory and a World of Experience which represent altogether the bean-to-bar manufacture. BEAN-TO-BAR means to produce from the bean to the bar. This sounds so logical that one would not even expect that it is a particularity.

z o t t e r is indeed the only manufacturer in Europe who produces in ORGANIC and FAIR TRADE quality starting from the bean.

What is the purpose of this?

Home made simply tastes best! Zotter shares this conviction and produces his chocolates himself. He roasts, grinds, mills and conches in order to provide his chocolates with a character or a special note which you only get from z o t t e r and is therefore unmistakable. If one intends to discover the chocolate continent, one needs to deal with the substance of “raw cocoa” and the technology on site. **Researches and discoveries** can after all not be made at the office desk - and z o t t e r has already achieved plenty of them: the trendy hand-scooped chocolate, the 70 g format, the renouncement of breaking patterns, balleros, the snacking pleasure for ambitious people, the incredible Labooko fruit and nut chocolates, the cheeky Mitzi Blue and, of course, the numerous new varieties.

Around 120 people are currently employed at z o t t e r. After all z o t t e r is a manufacturer where humans and not only machines work. The hand-scooped chocolates are still made by hand. Layer by layer is applied manually and the chocolates are sprinkled with blossoms and fruits by hand. The visitors are also allowed to look over our shoulders during these processes. In the **Choco Shop Theatre** the visitors can wander through the entire bean-to-bar manufacture along glass walkways and witness the manufacturing process of chocolate.

The **Edible Zoo** represents another tasting station of the Choco Shop Theatre which is for a change located outdoors. Because diversity, quality and organic are of paramount importance not only for chocolate but also for other, predominantly regional food. Species-appropriate husbandry, holistic and sustainable economy are of importance, or as Zotter puts it “The Edible Zoo is about the future of our food”. “Look the food in the eyes”.

ORGANIC

z o t t e r has decided on ORGANIC because ORGANIC is the future in times of climate change. Conventional and intensive cultivation depletes the resources of our earth. We need to change our way of thinking: **Working with nature instead of working against it. z o t t e r does not have organic lines but has converted the entire production to organic.**

This has also convinced the market analysts of Greenpeace: In the chocolate check z o t t e r outperforms his competitors by far in terms of animal protection and social aspects.

From the raw material to the packaging: For the sake of the environment z o t t e r refrains from using glossy coatings on the packaging. The packaging is easily recyclable owing to its environmentally friendly paper and environmentally friendly colours. Moreover, Zotter relies on organic plastic from Biomat. This plastic is exclusively produced from renewable raw materials.

z o t t e r Schokoladen Manufaktur GmbH
8333 Riegersburg, Bergl 56A, Austria

Phone: +43(0)3152 5554, Fax.: +43(0)3152 5554-22, e-mail: schokolade@zotter.at, www.zotter.at

VISION & CREATION

FAIRTRADE

The busy chocolatier has been travelling to the cocoa growing countries since 2001 in order to establish personal contacts with the farmers, because he quickly became aware of the fact that there are plenty of chocolates which can make you feel uneasy. Most chocolate producers turn a blind eye to the bitter facts and decline responsibility for grievances in the countries of cultivation. Child labour, modern-day slavery, cruelty to animals and clearing of rain forests are no trivial offences. The majority of chocolate products violate all kinds of ethics and laws. Therefore z o t t e r relies on FAIRTRADE.

Cocoa is listed on the stock market and its price is fluctuating. FAIRTRADE ensures a steady income for the farmers and guarantees them a fixed minimum price of 2,000 US\$ per ton. If this price is exceeded, the farmers receive the higher price plus a fair trade premium of 200 US\$ per ton. In the case of organic cocoa around 300 US\$ per ton are added to this price.

Zotter obtains his fair trade organic cocoa from the following countries of origin: Bolivia, Brazil, Ecuador, Peru, Panama, Nicaragua, Dominican Republic, Congo, India and Papua New Guinea.

What else does Zotter make? Find out! Over 300 crazy chocolates, plenty of news, information and photos for those who enjoy with awareness. WWW.ZOTTER.AT

If you have further questions, please do not hesitate to contact us!

The sweet sides of life wish you

A handwritten signature in black ink, appearing to read 'Sepp Zotter'.