



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.
- 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.
- **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.
- In 2000 the product line is complemented by the **balleros**, the delightful feats rolled in chocolate.
- 2002: expansion of the manufacture by a “Running Chocolate Bar“ for tastings. Annual number of visitors to the manufacture: more than 150,000.
- In 2003 the book “Schoko l´art“ is published in cooperation with Yvonne Quella and Andreas h. Gratze.
- Since 2004 preparation of the Chocolate Factory. Intense preoccupation with cocoa processing as well as expeditions to the cocoa-growing countries.
- 2005: start of construction for the ChocolateFactory.
- 2007: **BASIC**, the couverture for baking and decorating, is offered..

- 2007: Expansion of the manufacture into the Chocolate Factory and the Chocolate 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.
- **Chocolate Theatre:** expedition for visitors into the world of chocolates with various tasting and information stations and an adventure shop.
- 2008: the **Nashis**, the small pure 7gr (0.25 OZ) bars are launched.
- 2008: the first **Labookos**, a comparison of pure chocolates roll off the assembly line.
- In January 2009 the new brand **Mitzi Blue** will conquer the shelves; the round chocolates that are offered in a square packing will for the time being be available in 10 different varieties. By the end of 2009 the assortment will be extended to 24 varieties.
- In February 2009 Zotter will introduce his visionary franchising plan at the BioFach 09 in Nürnberg – the **z o t t e r Chocolate Theatre** for taking-away.
- In September 2009 the **new chocolate cookbook by J. Zotter “Alles Schokolade“** will be published.
- In the new season a “plastic“ chocolate will conquer the shelves for the first time; for the variety **“Pink Coconut and Fish Gum“** trout is processed into a homemade marshmallow layer.
- **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 61 sorts.
- **First Chocolate-Theatre-Shops open** from early November in Essen (Germany).
- The official film chocolate for the 60th Berlinale, the international film festival taking place in Berlin, is a Labooko made by Zotter.
- In February 2010 a Zotter Choco Shop was opened in the DEZ Innsbruck and in March another shop will be opened in Salzburg.

Numbers and structures

- Team: around **100 employees**, mainly women from the region.
- Tons: Approx. **250 tons of cocoa** from Nicaragua, the Dominican Republic, Ecuador, Costa Rica, Panama, Bolivia and Brazil 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 **FAIR TRADE**. 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** (ACAWAS from Waslala, UNCRISPROCA from La Cruz de Rio Grande and ASIHERCA from El Castillo) in order to impart environmentally friendly and socially acceptable marketing models. Quality instead of poverty. Cooperation with the ADA (Austrian Development Agency), HORIZONT 3000 and the initiative Eine Welt Braunau.
- 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.

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**“ award for the project: Cocoa from Nicaragua – responsibility for the world based on a partnership and is in this way honoured for the varied support of suppliers of premium cocoa for a mutual benefit.
- Andreas h. Gratze obtains the highly popular **iF – packaging award 2008** of Düsseldorf in the category packaging design. The jury chose him on account of his creative and funny graphical implementation of the Zotter chocolate compositions.
- 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. The jury for the prize was composed of the specialist audience of the Organic Marketing Forum. It came to the decision that Josef Zotter has deserved this prize for his hand-scooped chocolates!
- 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**. Flagship enterprises are businesses which set regional impulses, are of economic importance to the region (jobs, creation of value), and represent economically strong and innovative enterprises serving as examples for other companies.
- In 2010 the consumer platform Marktcheck by Greenpeace takes a close look at pralines. z o t t e r is the only producer who performs “very good“.

Preview

- Within the next 3 years Josef Zotter will put his vision of an “**Edible Zoo**“ into practice. Following the motto “Live and let live“ the visitors of this sort of creative organic farm are given an opportunity to get to know old breeds of livestock. A surface of 26 hectares is provided to animals and human beings. On this territory you will find chickens on circus caravans and finally also a variety of delicious meat appetizers. The “Edible Zoo“ is supposed to re-establish a meaningful correlation between animals, meat and human beings. It aims at imparting experience, knowledge and respect beyond the meat packages which are sold at ridiculous prices in the supermarkets.