



z o t t e r Biography

Owner

- Josef Zotter, born February 21, 1961 in Feldbach, Austria.
- Married to Ulrike Zotter, three children, Julia 1987, Michael 1988, Valerie 2005
- Apprenticeship chef/waiter and confectioner
- Professional history (extract): Chef at the “St. Antoner Hof“ hotel in St. Anton am Arlberg, Chef de Patissier at “Vienna Hilton”, “Imperial“ hotel – Sous Chef, confectioners “Oberlax” – confectioner, Hotel “The Pierre“, New York.
- From 1987 to 1999 self-employed as confectioner and owner of four outlets, z o t t e r cakes become famous in the region. Nevertheless, insolvency follows.

z o t t e r Schokoladen Manufaktur

Hand-scooped chocolates:

- 1992 the production of hand-scooped chocolates starts in the back room of the confectionery.
- 1994 the cooperation of Zotter and the art designer Andreas h. Gratze begins.
- 1995 Josef Zotter invents the term “handgeschöpft“ / “hand-scooped“ for his filled chocolates. He is the first chocolate maker using this term to describe his vision of chocolate. A mixture of inventive genius and manual work filled in layers of chocolate.
- **Opening:** 1999 the z o t t e r Schokoladen Manufaktur in A-8333 Riegersburg, Bergl, opens at parent’s estate. Specialisation in the production of chocolates.
- **Vision:** The objective is taste and the offer of tasty varieties. 150 chocolate varieties are standard in the programme. New varieties are added each year.

Growth:

- 2000, break-even; the hand-scooped creations become cult.
- 2002 expansion of the manufacture with “Running Chocolate Bar” tasting. Annual visitors to the factory: approx. 100,000
- Since 2004 planning of the chocolate factory. Intensive engagement on cocoa processing and several expeditions to areas of cocoa cultivation.
- 2007 extension of the manufacture to an entire chocolate factory and a chocolate theatre. Investment € 17 Mio.
- **Chocolate factory:** The chocolates were produced right from the cocoa bean. Josef Zotter is now one of the few European chocolate producers and the only one exclusively producing in organic and fair quality. The leap from the chocolatier to the chocolate manufacturer primarily enabled more variety and a lot of innovation.
- **Chocolate Theatre** offers a guided tasting tour for visitors to the factory.
- **Setting an Example:** Promotion of sustainable and charitable projects. This year in cooperation with the

WWF: "Save the Forest" - an hectare of the Amazon rain forest will cost € 1.20! The aim is to create a protective wall against deforestation.

ORGANIC and FAIR:

- Contract party to FAIRTRADE since 2004. Complete changeover of range.
- Since 2006 all raw materials come from controlled organic farming and Zotter chocolate has completely switched over to "ORGANIC".
- Since 2001 regular travels to cocoa growing countries: Venezuela, Nicaragua, Panama, Peru, Brasil, Bolivia, Ecuador and Costa Rica.
- Since 2005 support of 3 cocoa cooperatives in Nicaragua with knowledge transfer about environmental and social production and marketing. Our motto: Quality instead of poverty! In cooperation with ADA (Austrian Development Agency) and the NGO's Horizont 3000 and Initiative Eine Welt Braunau.
- **Team:** Currently 90 employees, mainly women from the region.
- **Tons:** Approximately 450 tons of cocoa are processed annually. The cocoa beans come from Nicaragua (cooperative: UNCRISPROCA, ASHIERCA and ACAWAS), Peru (cooperative: Cooperativa Agraria Cacatera ACOPAGRO), Ecuador (Asociación Artesanal Fortaleza del Valle) and the Dominican Republic (Proyekt YACAO S.A.). In addition Zotter uses 250 tons of sugar from Paraguay, over 1 million liter milk from organic mountain farmers in Tyrol, 1200 kg genuine vanilla, 15 kg long pepper and many more.
- **Turnover:** 55% of our chocolates we sell in Austria, the rest all over the world especially in Germany, Switzerland, Italy, Portugal, Hungary, Slovenia, Czech Republic, USA, Canada, England, Denmark, Sweden, Greece, Rumania, the Netherlands, Luxembourg, Japan). Also the Internet shop plays an important role as a sales channel.
- **Sales structure:** Zotter relies on many retailers. Zotter does not sell to supermarkets and big chains in order to promote small and medium-sized businesses. The attention we pay to variety is reflected in a wide distribution structure.

Awards:

- In 2004 awarded the "Trophée Gourmet" in the Gourmandise category for unusual products.
- 2005 honoured as "Entrepreneur of the Year" in the trade category.
- In 2006 Zotter is awarded the "Trigos" prize for companies with social responsibility. His commitment to the social sector with sponsored projects such as the "Setting an example" chocolate is also honoured.
- In Perugia, Italy, Josef Zotter, as "Best foreign chocolate manufacturer" receives the EUROCHOCOLATE AWARD 2006.
- Zotter wins the big prize of the Styrian economy "Primus 2007" for his comeback.
- 2007 the consumer platform Marktcheck operated by Greenpeace backs Zotter and acknowledges for the second time its investment with an "excellent" in the area of: ecology – ingredients, transport, packaging, genetic engineering - as well as keeping animals in a natural environment and social aspects.

Preview:

- **Labooko** is coming in August 2008! Pure chocolate bars with selected cacao varieties and delightful mixtures in a double pack.
- From August on, the chocolate season gets two highlights: the spring and autumn collection of Zotter.