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ZOTTER CHOCOLATE RELIES on VARIETY, QUALITY AND CREATIVITY

100% ORGANIC + FAIR TRADE + BEAN-TO-BAR

**Zotter ranks among the best chocolatiers in the world**

»Zotter is and will remain at the top of the worlds-best chocolate manufacturers, he is by far the most innovative chocolatier of all« (Chocolate – the reference standard)

VARIETY AND CREATIVITY • 500 FLAVOURS

30 years of hand-scooped chocolates.

The very first hand-scooped chocolates were created in 1992, and at the time, this way of manufacturing chocolate was completely new. Without any moulds, we spread chocolate and fillings on long tracks, layer by layer. In order to develop new flavours, we combine existing ones and create something extraordinary. The 70-gram bars were also new, as were Andreas H. Gratze’s designs for the chocolate wrappers. Those little pieces of art always stand out due to their humour and their stylistic virtuosity. None of this has changed since, making our hand-scooped chocolates as unique as ever.

Hand-scooped chocolates are the focus of this season. Together with his daughter Julia, Josef created many new hand-scooped flavours ranging from classics like Poppy Seed & Cherry and Vanilla + Crisps to innovative like PawPaw hailing from the South Tyrol.

Our Mitzi Blue will appear in an entirely new design, featuring small product images on the wrappers. In total, we produce around 500 different chocolate flavours. We love developing new chocolates and are dedicated to constant research and innovation –it’s our passion. In our bean-to-bar factory, we produce each chocolate from the cacao bean to the finished chocolate bar, and we also insist on fair traded, organic cacao of the highest quality. We regularly travel to the cacao growing regions in order to meet our cacao producers. Julia has just recently been to the Dominican Republic and also to the west African nations of Ghana, Togo and São Tomé and Príncipe. Our family business is among the most sustainable businesses in Austria: our entire production line is organic and fair because we care about what happens to humans and our environment. 100% of our production runs on green energy, we use environmentally friendly packaging.

THE NEW SEASON WITH A FOCUS ON NUTS

We proudly present to you 5 new hand-scooped chocolates: Amalfi Lemon & Sage Marzipan – refreshing & vegan, featuring aromatic Amalfi lemons and deliciously soft sage marzipan. Brown Butter Toffee – with a caramelly, soft toffee filing! Eggnog – with our homemade egg liqueur Poppy Seed & Cherry – an amazing pairing with a soft pink cherry filling and delicious poppy seed and almond praline. Vanilla + Crisps – an exciting vanilla filling with crispy almond brittle.

These 9 hand-scooped chocolates are now also available with English-language wrappers:

Blueberries & Lemon, Caramel “Fudge”, Chestnuts + Rum, Cognac + Coffee, Fig &

Port, Orange Liqueur, Peanut Crunch “with Salt”, Plums & Rum and Praline + Cookies.

Finally our hand-scooped, Chocolate for School (in the flavour Chocolate Banana) is now also available in english. This chocolate supports our new project in Madagascar where we finance school lunches for 770 children. We are in cooperation with the »Jugend Eine Welt« charity on this project.

BEAN-TO-BAR CHOCOLATE

We make all our chocolates in our factory in Bergl, from the roasting to the packaging, we do it all. This makes us one of the very few bean-to-bar producers in Europe. The roasting, milling and conching is done in small batches, adjusted to the individual cacao bean, so we can extract the maximum in flavour. We frequently travel to cacao growing regions in order to find the most sublime and rare cacao varieties. Not unlike wine, each cacao variety has its own very distinct flavour, shaped by the terrain of its growing region. Sometimes that flavour is nutty, sometimes it has more of a flowery flavour profile (like the Ecuadorian beans) and in other cases more citric notes are detectable (like the beans from Madagascar). All our chocolates contain the best raw materials. We use fine organic cacao bean varieties as opposed to ordinary bulk cocoa, we exclusively use cocoa butter (instead of palm oil), raw cane sugar, milk from alpine farms and genuine Bourbon vanilla, the second most expensive spice in the world after saffron. The Austrian location employs around 240 people who produce fresh chocolate every day as well as taking care of other tasks surrounding our production.

100% ORGANIC & FAIR TRADE

Our entire business is Fair Trade verified. We are a member of WFTO – the World Fair Trade Organization, which is the umbrella organization for global fair trade. The WFTO monitors business´ compliance with the 10 principles of fair trade. These include things like: transparency, respect for the environment, fair payment and no use of child labour. We buy our cacao directly from the farmers and are happy to pay well above the global market rates for a high-quality product. A big factor in producing that exceptional quality is personal contact and collaboration with our partners. For instance, last summer Julia Zotter visited our Maya cacao farmers in Belize and Guatemala and then stopped by in Peru, where a lot of our cacao suppliers live.

We mainly buy our cacao from Latin America, the hotspot for cacao. That being said, we get our fine cacao from various different countries, namely Peru, Bolivia, Nicaragua, Panama, Ecuador, Guatemala, Brazil, Belize, the Dominican Republic, Madagascar, Togo, Ghana, Tanzania, Uganda, São Tomé and India.

From Belize’s Maya cacao to cacao from Panama and Peru, which is cultivated by indigenous tribes in the middle of the rain forest, to cacao from Belize, transported by sailboat, making it entirely emission-free, each chocolate has a rich history. Fairly traded organic cacao beans from small farms, grown in mixed crop agriculture, produce a better flavour but also ensure the preservation of local cultures – thus encouraging humans and nature to live in harmony and thrive in their own rights.

ONE OF THE MOST SUSTAINABLE COMPANIES IN AUSTRIA

We only use organic and fairly traded raw materials because those are simply better for us humans and the environment. We also run our business on 100% clean energy, we produce our own power with a photovoltaic generator and we use electric vehicles. Our organic farm, from which we source many of our ingredients, is 95 hectares large. We also offer a daily organic lunch to all of our 240 employees. We have created a number of projects, which aim to aid development, for example we created the initiative »Cocoa not Cocaine« in South America, we also planted trees in rainforests and financed school lunches for Children in Peru, Bolivia, Uganda and now in Madagaskar.

All these aforementioned efforts to make our production as sustainable as possible have made us proud recipients of the European Business Award for Sustainability in Austria. Our chocolate factory is one of the most sustainable businesses in Austria. We are also the proud recipients of the EMAS certificate, meaning that external environmental experts assessed our production life cycle and our environmental goals and found them to be exemplary.

ZOTTER’S EXPERIENCE WORLD • THE CHOCOLATE THEATRE & THE EDIBLE ZOO

Our Chocolate Theatre is an exciting tasting tour, where visitors can experience first-hand how chocolate is made! During the tour, you can peek through the glass windows into the factory and witness every step of the production process. You can experience the meaning of bean to bar first-hand. Everything, from bean to bar, is produced in our factory in Bergl. Our creative tasting stations range from bonbon roller coasters, to a chocolate-serving robot, a praline fountain and the smallest chocolate-serving cable car in the world. And of course, our Hand-scooped Chocolates cannot be omitted. Amuse-bouches, going round and round at our Running Chocolate station, are the perfect opportunity to broaden your chocolate horizon by trying Hand-scooped chocolates of various flavours.

The topics of ecology and environmental protection are ongoing themes visitors will encounter all along the tour. These topics become particularly apparent when visiting our Edible Zoo, an organic adventure farm where old, rare breeds graze happily and regional vegetables and fruit thrive.
At our Street Food Zone in front of the Chocolate Theatre, we offer delicious food and drink made from all the good things that live and grow on our organic farm. Everything is 100% organic, from the apetizers and drinks to the delicious desserts. We exclusively use our own organic meats from happy animals we rear ourselves. Our animals are robust and healthy and run around outside all year round. They graze all over the 27 hectares of land as well as our adjacent mixed crop fields.
All in all, we cultivate and harvest using 95 hectares of organic farmland in order to run our Street Food Zone. Appreciation towards the animal and its meat is very important to us. Look at the animal you want to eat and then decide how much of it you would like to consume. We also offer smaller portions of meat as well as many vegetarian dishes because we know that eating less meat has a positive impact on slowing down climate change.

At the Edible Zoo, we use solar energy to cook our food. We keep the entire location energy-self-sufficient by running a huge photovoltaic generator and geothermal heat pump.

FAMILY BUSINESS

Our family business was founded in 1987, shortly after its launch we had to file for bankruptcy. But our founder Josef Zotter was not ready to give up just yet. In 1999, he opened the chocolate factory. Josef and Ulrike Zotter run the company together, and all the brilliant, innovative product ideas are developed by Josef Zotter in collaboration with his daughter Julia. His son Michael is the IT expert for the company. The youngest member of the family, daughter Valerie, is still a pupil and attends a hotel management school.

AWARD SELECTION »Zotter is and will remain at the top of the world-best chocolate manufacturers he is by far the most innovative chocolatier of all.« (Chocolate – the reference standard 2015, p. 839)

**2015** **Zotter ranks among the Top 25 of the best chocolatiers in the world.**The chocolate world is in motion, which is why the chocolate tester Georg Bernardini once again published a colossal standard work (919 pages) about the international chocolate market. The test included 550 brands and 4,000 products from 70 countries.

The **Top 25** are awarded **6 cacao pods**. 6 cacao pods stand for »Extraordinary quality of all products. There are almost no deviations from the outstanding quality of the products.«

(Chocolate – the reference standard 2015, p. 137)

Zotter is the **only producer from Germany and Austria** in the Top 25 and the **only one** to produce **solely in organic and fair-trade**quality.

**2018** Winner of the **2018 Energy Globe Award Austria**

**2019 Tavoletta d‘Oro**: in Italy, Zotter wins the Tavoletta d’Oro 2019 with its Labooko Brazil and joins

the stars of the chocolate scene.

**2019** Zotter is one of **the most popular brands in Austria: Zotter among the top 10!** According to the Brand Asset Valuator (BAV) 2019, some of the 10 most important brands in Austria are internet giants Google, Wikipedia, WhatsApp, Microsoft and – as a sweet little surprise – Zotter in 9th place.

**2019** The prestigious **European Candy Kettle Award 2019** is given out by the European Candy Kettle Club to products of extraordinary quality and innovation, and in 2019 this award goes to Zotter chocolates, this award has previously only been bestowed on big players like Ferrero, Lindt & Sprüngli and Valrhona.

**2019** Josef Zotter is awarded the **Grand Order of Merit of the Austrian state of Styria**.

**2019**Josef Zotter has been awarded the 13th annual **Walter Scheel Medal** to honour his exceptional contribution to the development of our great European chocolate culture. »He is one of the world’s best chocolate producers and shows that competence and top artisanal product quality are not synonymous with an elitist approach and that fairness and sustainability can be much more than just marketing speak. With his highly innovative product range, his “bean to bar” processes and exclusively organic and fair trade produce, Josef Zotter impressively demonstrates how successful ethical business practices can become in the 21st century.«

**2020** **Styrian Panther of Tourism** for Zotter's oeuvre.

**2020 Best Employer in Styria**: Zotter is the overall winner.

**2020** Zotter sweeps the board with 15 submissions resulting in 11 gold and 4 silver medals at the 3rd **International Pastry Competition**, organised by the Austrian National Food Industry Guild.

FACTS

* **Bean-to-bar producer of chocolate and inventor of the Hand-scooped Chocolate**
* **Certifications:** ORGANIC, EMAS
* **Membership:** FAIR – member of the WFTO (World Fair Trade Organization)
* **Cacao countries:**Peru, Bolivia, Nicaragua, Panama, Ecuador, Guatemala, Brazil, Belize, Dominican Republic, Haiti, Colombia, Madagascar, Togo, Ghana, Tanzania, Uganda, São Tomé and India.
* **Production volume:**around 1000 tons of chocolate per year
* **Product range:** around 500 different chocolate flavours and choice individual chocolates, created by the customers themselves.
* **Ingredients:** around 400 organic ingredients
* **Turnover 2021/22:** 29 million euros
* **Employees:** around 220 employees at the Riegersburg/Austria location, 9 of which are trainees.
* **Number of visitors to the Chocolate Theatre:** 220,000 visitors every year
* **Energy production:** the factory is 60% and the Edible Zoo 100% energy self-sufficient through the use of solar power, steam power and geothermal energy.
* **Sales and distribution**: worldwide, though mainly in the German-speaking countries (Austria, Germany, Switzerland)

PRESS CONTACT

**Zotter Chocolate • AUSTRIA**

Susanne Luef

Zotter Marketing

Phone +43 (0) 3152/ 55 54-3202

susanne.luef@zotter.at