

# BARONIE GROUP

## COMPANY- PRESENTATION

January 2016

# KEY FIGURES BARONIE GROUP

- ▶ Turnover approx. € 565 million
- ▶ Approx. 1.980 employees
- ▶ 10 production sites
- ▶ Total production capacity (7/24): appr. 150.000 tons
- ▶ 35 % export business outside the Netherlands, Belgium, Germany, Switzerland and UK.
- ▶ 100 % privately owned

# HISTORIE OF THE BARONIE GROUP

1896: Foundation of Baronie in Holland.

1990: Extension production Rotterdam; addition of 2 new lines for seasonal items.

1994: New production facility in Veurne (B) with a fully automatic robotic production lines.

1998: Baronie to become 100% privately held by current shareholder.

2001: Further extension of production in Rotterdam, closure of Alphen.

2007: Construction of new 12.000 qm Distribution Center (fully climate controlled) in Lokeren (B).

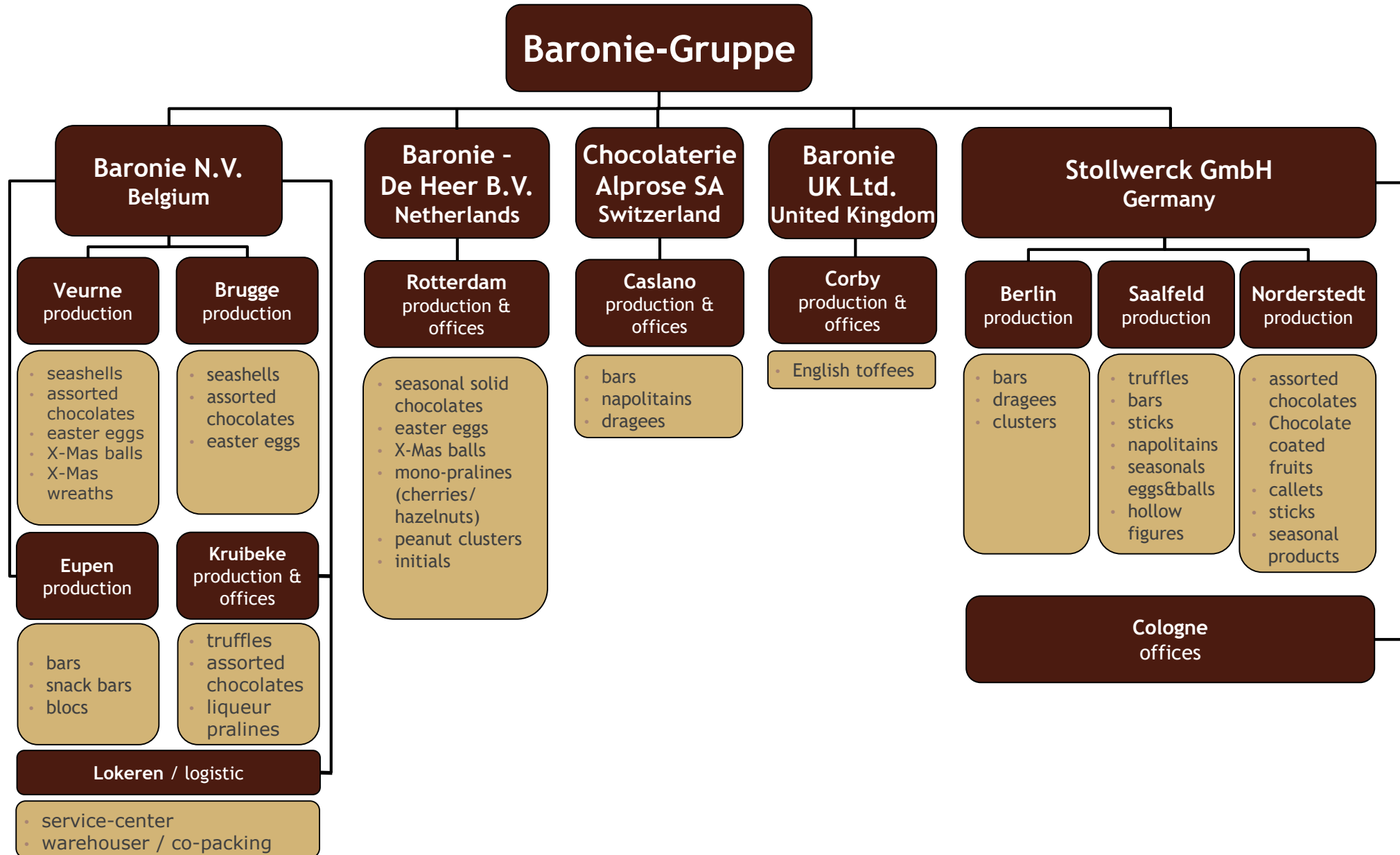
2009: Acquisition of Rademaker BV and its production company Continental Chocolates BV.

2011: Acquisition of Stollwerck GmbH and its production sites.

2011: Acquisition of Kathy and its production sites.

2014: Acquisition Duc d'O, a belgian specialties manufacturer.

2015: Foundation of Baronie UK, with a factory based in Corby.



# PRODUCTIONSITES

Kruibeke



Corby



Rotterdam



Norderstedt



Brugge



Veurne



Eupen



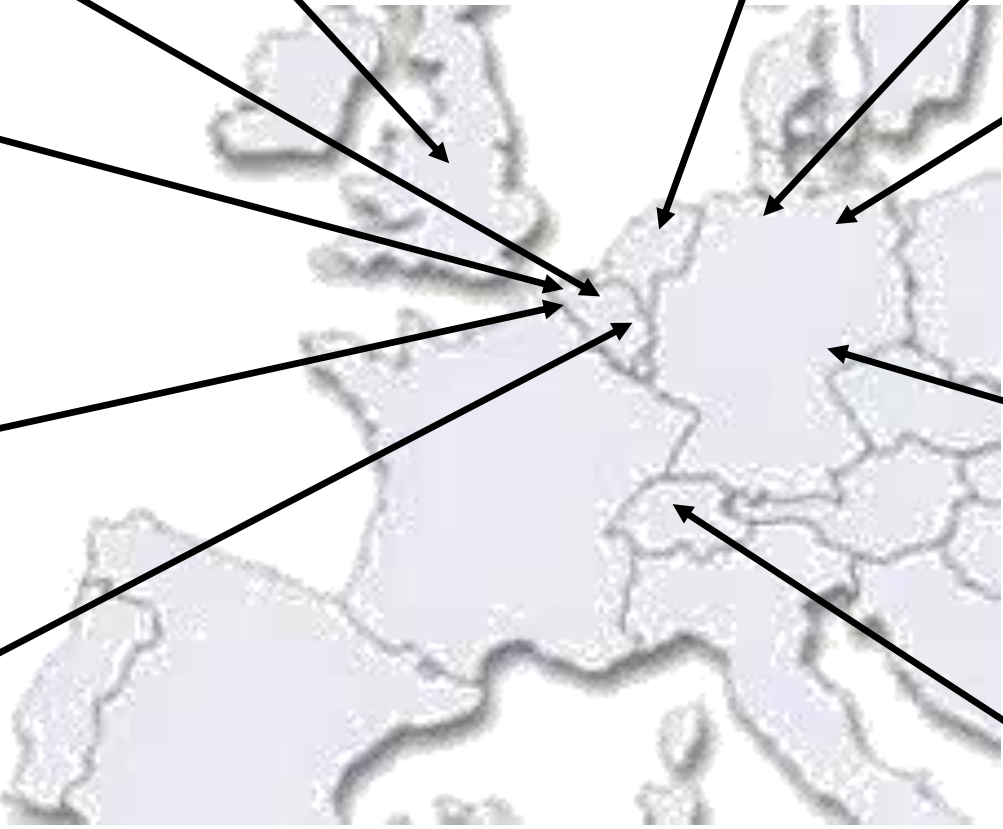
Berlin



Saalfeld



Caslano



# EFFICIENT MANUFACTURING FOOTPRINT

## VEURNE



- ▶ Seashells
- ▶ Assorted chocolates
- ▶ Easter eggs
- ▶ X-Mas balls
- ▶ X-Mas Wreaths

## ROTTERDAM



- ▶ seasonal solid chocolates
- ▶ easter eggs
- ▶ X-mas balls
- ▶ mono-pralines (cherries/ hazelnuts)
- ▶ peanut clusters
- ▶ initials

## KRUIBEKE



- ▶ Flaked truffles
- ▶ Assorted chocolates
- ▶ Liqueur pralines

## EUPEN



- ▶ Bars
- ▶ Snack bars
- ▶ Blocs
- ▶ Batons/sticks

## BRUGGE



- ▶ Seashells
- ▶ Assorted chocolates
- ▶ Easter eggs
- ▶ Batons/sticks

Products  
manufactured



# EFFICIENT MANUFACTURING FOOTPRINT

## BERLIN



- Products manufactured
- ▶ Bars
  - ▶ Dragées
  - ▶ Cluster
  - ▶ Eszet small tablet

- Semi-finished products
- ▶ Beans
  - ▶ Cocoa mass
  - ▶ Liquids

## SAALFELD



- Products manufactured
- ▶ Bars
  - ▶ Sticks
  - ▶ Napolitains
  - ▶ Truffles
  - ▶ Seasonals
  - ▶ Hollow figures

- Semi-finished products
- ▶ Liquids
  - ▶ Nuts

## NORDERSTEDT



- Products manufactured
- ▶ Assorted chocolates
  - ▶ Thin sticks
  - ▶ Sprinkles/ hagelslag
  - ▶ Chocolate coated fruits
  - ▶ Dragees

## CASLANO



- Products manufactured
- ▶ Bars
  - ▶ Napolitains
  - ▶ Dragées

- Semi-finished products
- ▶ Liquids

## CORBY



- Products manufactured
- ▶ English Toffees

# OUR AMBITION: NO.1

We want to be No.1 for customized chocolate concepts for our national and international retailers.

How we reach this ambition:

- ▶ profound know-how
- ▶ high quality standard
- ▶ excellent competence in marketing

We understand the market drivers and have the know-how to generate sales success!





# OUR FOCUS: CHOCOLATE

Our focus is chocolate - we are the experts and cover all relevant areas:

- ▶ Development of all possible solutions for our trade partners in all segments.
- ▶ Manufacturing of nearly any chocolate product:
  - ▶ Bars
  - ▶ Assorted chocolates
  - ▶ Snack bars
  - ▶ Dragees
  - ▶ Seashells
  - ▶ Seasonals
  - ▶ Belgian claim
  - ▶ Swiss claim
  - ▶ UTZ certified quality



## Belgian Claim Chocolate



- ▶ Cocoa beans pressed in Belgium
- ▶ Recipes providing a fine mouth feel
- ▶ Smooth taste (**up to 16 hours conched**)
- ▶ Creamy taste (high milk solid content)
- ▶ Hardness & gloss (deep tempering)
- ▶ Attractive look (typical shapes and weights)



## Swiss Claim Chocolate



- ▶ All production steps made in Switzerland
- ▶ Best ingredients
- ▶ Alpine heritage
- ▶ Clear packaging with Swiss signals
- ▶ High milk solid content
- ▶ Creamy mouth-feel



# OUR SOLUTION: FULL-SERVICE-CUSTOMER-LABEL-PROVIDER

We are developing and optimising classical brands and private labels.

Both is essential for retail and consumer, as well as our successful positioning in the market.

Our basis for developing customer label concepts:

- ▶ detailed knowledge of the markets
- ▶ consumer research
- ▶ professional management of successful classical brands like Sarotti, Alpia, Jacques, Alprose and Duc d'O



# OUR SOLUTION: FULL-SERVICE-CUSTOMER-LABEL-PROVIDER

We have international customers and international resources:

- ▶ We have qualified teams for all relevant countries.
- ▶ Our chocolatiers know about the specific chocolate preferences in the different countries.

So we are able to offer international solutions to cover any specific global taste.

# OUR SOLUTION: FULL-SERVICE-CUSTOMER-LABEL-PROVIDER

From the initial idea to the efficient solution with Baronie:

Our approach:

- ▶ Analysing and understanding the specific trade partners **strategy** and their **expectations**
- ▶ Each trade partner is supported by a **qualified customer team**, which consists of marketing, sales, R&D and QA experts.



# OUR SOLUTION: FULL-SERVICE-CUSTOMER-LABEL-PROVIDER



We are part of an international network to offer the  
broadest know-how to our customers



Pfeifer & Langen





# OUR SOLUTION: CO-MANUFACTURING-PROVIDER

Preferred partner of choice for international chocolate confectionery brands

We offer expertise for co-manufacturing:

- ▶ high competence on process & production **know-how**
- ▶ full range **provider**
- ▶ high degree of **innovation**

## We live quality!

- ▶ We put every aspect of our work under this guideline
- ▶ Quality is our key to success

To guarantee our quality standard we are working with rules, which are certified by our management-systems **IFS** and **BRC**





THANK YOU