



## **SWISS CHOCOLATIER GOLDKENN® REVEAL ITS' ICONIC GOLDBAR®**

### **AND FULL RANGE OF PRODUCTS WITH NEW PACKAGING DESIGN AND RECIPES**

GOLDKENN® is a leading luxury Swiss chocolate confectioner, renowned for its traditional chocolate-making expertise and beautifully packaged creations. As precious as gold, GOLDKENN chocolates carry the prestigious Swiss Made label, the ultimate mark of Swiss quality. Ideal gifts for friends, colleagues and family or yourself, our products are aimed at people who specifically appreciate design and trends, and travel frequently for work or leisure.

At the Tax Free World Exhibition (TFWA) 2018 in Cannes, France, GOLDKENN will reveal the new formula of its iconic Goldbar®. This unique product contains a wealth of hidden treasures: 30 individually wrapped premium chocolate pralines. The iconic Goldbar will be available in two distinct recipes: Milk and Dark Chocolate pralines with hazelnuts and almonds.

The refreshed chocolate recipe features a mouth-watering blend of carefully selected ingredients, and is just as delicious and extremely high quality as before. Reflecting our commitment to protecting the planet and securing a sustainable supply chain, we have used UTZ certified cocoa, and substituted palm oil with cacao butter—meaning that our chocolate is now more authentic, natural, and respectful of the environment than ever before.

Also at the TFWA 2018, we will be offering a first glimpse of GOLDKENN's exciting new look-and-feel packaging. A bold black-and-gold color scheme and more defined faceting give the new Goldbar packaging a stronger, sophisticated look which evokes precious pieces of gold. Dark, earthy tones contrast with golden shimmers, adding intensity and emotion and making a statement of luxury, quality, and craftsmanship.

The redesign extend across the entire assortment, including our popular range of licensed products, delightful milk or dark chocolate recipes combined with premium liquors such as Rémy Martin® fine Cognac Champagne, Amarula® or the Jack Daniel's® Tennessee Whiskey.

With a pure, modern, and refined interpretation of the brand's DNA, GOLDKENN Gold and Liquor lines will present a new range of packaging with more uniformity and with an evident statement of authentic Swiss origins. Discover the new-look GOLDKENN range, full of delicacy and luxury!

## **ABOUT GOLDKENN®**

In 1980, company founders Steve Goldstein and Christian Belce Kennedy merged elements of their family names to create this unique brand. The founders struck gold when they combined two quintessential Swiss symbols, banks and chocolate, to form the now world-famous GOLDKENN Goldbar®. GOLDKENN gained recognition through its unique spectrum of innovative, high quality Swiss chocolates sold through a new market niche, that of Duty Free. GOLDKENN later became pioneers in airport retail, before taking the proposition to new heights via in-flight and cruise liner sales. Today, from their Neuchâtel base, GOLDKENN continues to create original chocolate confections, the hallmarks of which are their innovative appeal and a respect for Switzerland's longstanding heritage of exquisite chocolate.

## **GOLDKENN® QUALITY AND DISTRIBUTION**

Each fine GOLDKENN chocolate is created and crafted in Switzerland. By only using choice blends of chocolate, made from rigorously controlled supplies of cocoa and other delicious ingredients, such as hazelnuts and almonds, GOLDKENN offers chocolate aficionados a range of highly distinctive, luxurious confectionery. With refined flavors presented in premium packaging, GOLDKENN is sold in over 250 international airports and Duty Free shops, on-board approximately 30 airlines as well as on a selection of international cruise lines.

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