



Alprose



ALPROSE

BRAND HISTORY

Alprose was founded in 1957 with the name Titlis-Chocolat. In 1964, the chocolate company was bought by Stollwerck AG. Stollwerck belonged to the Barry Callebaut group from 2002 to 2011. Then Barry Callebaut sold the Stollwerck Group to the Belgian Baronie Group, thus parting with brands such as Alprose. The parent company of the Baronie Group is Sweet Products, a privately owned family business. In the meantime, around 100 employees work in Caslano at the Alprose company on Lago di Lugano.

In the five decades of its existence, Chocolat Alprose has developed its strength particularly in the production of bars, dragées and napolitains. In the meantime, Alprose chocolate is exported all over the world.



ALPROSE

PITCH BRIEFING

The Alprose chocolate brand wants to reposition itself in the market. The task is to develop the brand from scratch, to charge it with relevant values and to create a unique visual identity. The logo, the claim and the packaging design are an expression of the new brand positioning and can be experienced emotionally with all senses: from the ingredients to the packaging material to the packaging design. As sustainable, genuine and aesthetic as the Swiss Alps.

BECOME ONE OF THE TOP-10 SWISS BRANDS AGAIN IN 2020

1	Lindt
2	Nestlé
3	Ferrero
4	Mars
5	Bloch
6	Storck
7	Wander
8	Mondelez
9	Maestrani
10	Halba
11	Villars
12	Alnatura
13	Alprose
14	Kaegi
15	others

« WE WANT TO BE THE LEADING SUSTAINABLE AND HEALTHIER CHOICE BRAND IN SWISS CHOCOLATE, SO WE CAN ENJOY SWISS CHOCOLATE NOW AND IN THE FUTURE. »



To differentiate from competitors like Lindt, Cailler, Camille-Bloch a drastic change and an new route to follow is needed!

COOPERATION

echt.

brand development
branding
packaging design

echt.ch

AMMARKT

brand implementation
communication

ammarkt.ch

BRAND STRATEGY

BRAND IDENTITY

ALPROSE



WHO WE ARE

We are «the» authentic Swiss chocolate brand.

WHAT WE DO

We provide a surprising Swiss chocolate experience.

HOW WE DO IT

We create unique chocolate quality products with natural ingredients from the Swiss mountains.

BRAND POSITIONING
AND ESSENCE

SWISS ALPS INSIDE

Based on the three core values «naturalness», «joy» and «commitment», the essence of Alprose is summed up in the strong, unique, relevant and meaningful brand core «Swiss Alps Inside».

NATURALNESS

As the authentic Swiss chocolate brand, naturalness and the quality of our products are our top priorities. For an authentic and surprising taste experience we use carefully selected raw materials that are as natural and sustainably produced as possible. We avoid the use of additives and rely on packaging that is ecologically sensible and recyclable.

JOY

Joy and happiness, triggered by pleasurable, authentic and positive experiences – alone or with family and friends – are the basis for a positive life and well-being. With our chocolate creations and our commitment to the Swiss alpine world we enable new experiences and connect people.

COMMITMENT

We feel connected with the Swiss alpine world, our consumers, customers, employees and partners. And so, proactively and out of conviction, we are committed to the protection and preservation of the nature and culture of the Swiss alpine world, ensuring that resources are used sustainably and sparingly, and maintaining fair, transparent and approachable dealings with our stakeholders.

**SWISS
ALPS
INSIDE**

BRAND IDENTITY

OUR PERSONALITY AND TONALITY



SWISS
ALPS
INSIDE

EXPRESSIONS OF NATURALNESS

- close to alpine life and nature
- sustainable
- fair
- authentic



SWISS
ALPS
INSIDE

EXPRESSIONS OF JOY

- vivid
- active
- surprising
- sociable



SWISS
ALPS
INSIDE

EXPRESSIONS OF COMMITMENT

- fastidious
- quality-oriented
- honest
- transparent

BENEFITS AND REASON TO BELIEVE

CREATING A FEELING OF
SOLIDARITY WITH THE
SWISS MOUNTAIN WORLD

EXPERIENCE-ORIENTED CHOCOLATE INDULGENCE WITH A CLEAR CONSCIENCE

- appealing, stimulating and involving brand world
- interaction with the consumer – tangible, authentic stories about chocolate, ingredients and the commitment to the Swiss mountain world
- authentic recipes and taste experiences

- high-quality natural raw materials
- selected ingredients from the Swiss mountains
- no additives
- wide and deep chocolate assortment for every taste
- fair, attractive prices

- proactive commitment to the Swiss mountain world (nature and culture)
- ecologically sensible and recyclable packaging
- responsible use of resources
- fair and ethical dealings with all stakeholders



BENEFITS AND REASON TO BELIEVE

CREATING A FEELING OF RELEVANCE

AUTHENTIC SWISS CHOCOLATE BRAND WITH SOCIAL AND ECOLOGICAL COMMITMENT

- awareness and positive image as relevant Swiss chocolate brand
- cooperation with nationally relevant players such as Swiss Alpine Club SAC, Schweizer Berghilfe etc.
- Swiss production site for over 50 years
- export to over 35 countries
- part of Baronie Group
- various sustainability certifications and efforts (Swiss Platform for Sustainable Cocoa, Fairtrade, Bio, UTZ, RSPO)
- member of Chocosuisse
- regular exchange with trading partners



STRATEGIC FIELDS OF ACTION

HOW WE BRING IT ALL ALIVE



STRONG BRAND

- modern, emotionally appealing and independent brand design
- unique advertising proposition «Swiss Alps Inside»
- experienceable and verifiable stories

SALES EXTENSIONS

- active integration of existing customers in the ongoing development of the brand and products
- exciting and surprising measures at the POS

UNIQUE PACKAGING

- eye-catching and emotional packaging
- clarity and simplicity regarding variety coding, ingredients, labels etc.
- use of sustainable packaging

INTEGRATED COMMUNICATION

- integrated marketing, communication and media concept (online and offline, instore/on shelf, public and private etc.)
- enabling interaction and participation with the brand
- experience-oriented communication at all touchpoints

UNIQUE PRODUCT EXPERIENCE

- continuous improvement of the basic recipes
- development of authentic chocolate products with selected ingredients from the Swiss mountains
- examining new product sizes depending on consumer and distribution channel needs

COMMITMENT AND ENGAGEMENT

- support for, participation in and implementation of social and ecological projects with a focus on the Swiss mountain world (nature and culture)
- use of publicly known, target-group-relevant and authentic brand ambassadors

BRANDING AND PACKAGING DESIGN



SWISS
ALPS
INSIDE

BRAND IDENTITY

THE ALPROSE LOGO

OUR NAME

The brand name Alprose is derived from the company name Chocolat Alprose and is reminiscent of the alpine rose plant found in the Swiss mountains. The rusty-leaved alpenrose (*Rhododendron ferrugineum*) belongs to the heather family and is widespread in the European alpine region. It thrives at altitudes between 500 and 2,800 metres. The alpine rose is an integral part of Swiss identity and culture. It is often cited in songs and used as a traditional decorative motif.

OUR FONT SELECTION

The handwritten logo design is a signature and expresses joy, lightness, authenticity and value through its dynamic lines. The lettering is personal, individual, identity-lending and above all independent.

OUR ICONIC ELEMENT

The chocolate piece is used like a logo icon as a formative, independent branding element. It is reminiscent of a miniaturised mountain or a piece of rock and thus conveys naturalness and authenticity. At the same time the chocolate piece radiates high food appeal.

OUR BRAND CLAIM

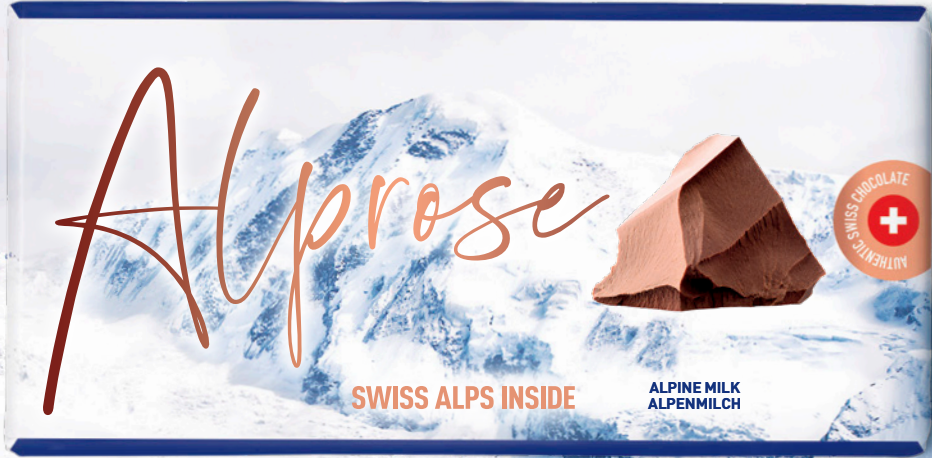
«Swiss Alps Inside» is not only our brand core but also our claim. The wording is short, differentiating, memorable and comprehensible for non-native English speakers as well. The claim promises and states the obvious, what is really inside our products and what the consumer can expect from Alprose: chocolate products with natural ingredients from the Swiss alps and Alprose's commitment to the Swiss mountain world.

TABLETS

OUR ASSORTMENT

At Chocolat Alprose, we produce our own Swiss liquid chocolate based on carefully selected raw materials and with more than 50 years of experience. The in-house expertise forms a solid basis for our quality. Once the liquid chocolates reach the desired taste profile, they are carefully moulded and sustainably packed in the distinctive Alprose tablets. An authentic Swiss tablet you will crave!

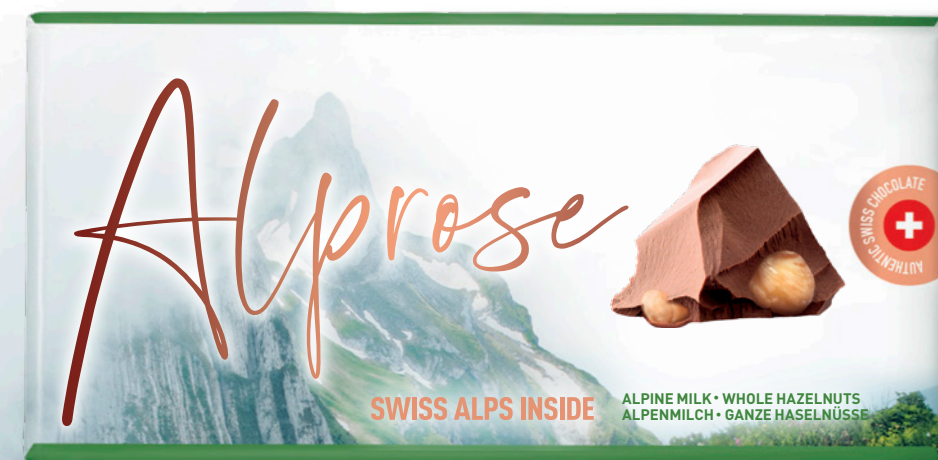
Photographs for the brand image world were taken by Swiss photographer Silvan Widmer.



SWISS
ALPS
INSIDE



SWISS
ALPS
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SWISS
ALPS
INSIDE



NAPOLITAINS

OUR ASSORTMENT

A signature Swiss chocolate product ideal for a variety of occasions, such as a hike in the mountains, accompanied by a good cup of coffee or at a get-together around the kitchen table with your family and friends. It gives you, in a smaller portion, the same delight as its bigger tablet brother. Individually wrapped in multiple flavour combinations and bag sizes.

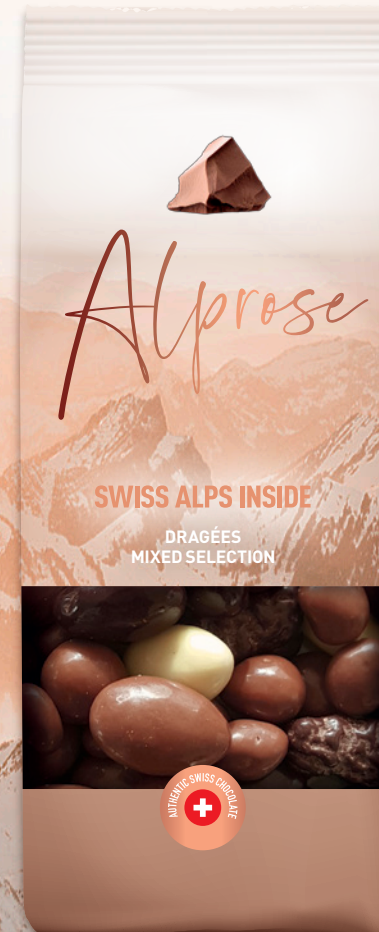




DRAGÉES

OUR ASSORTMENT

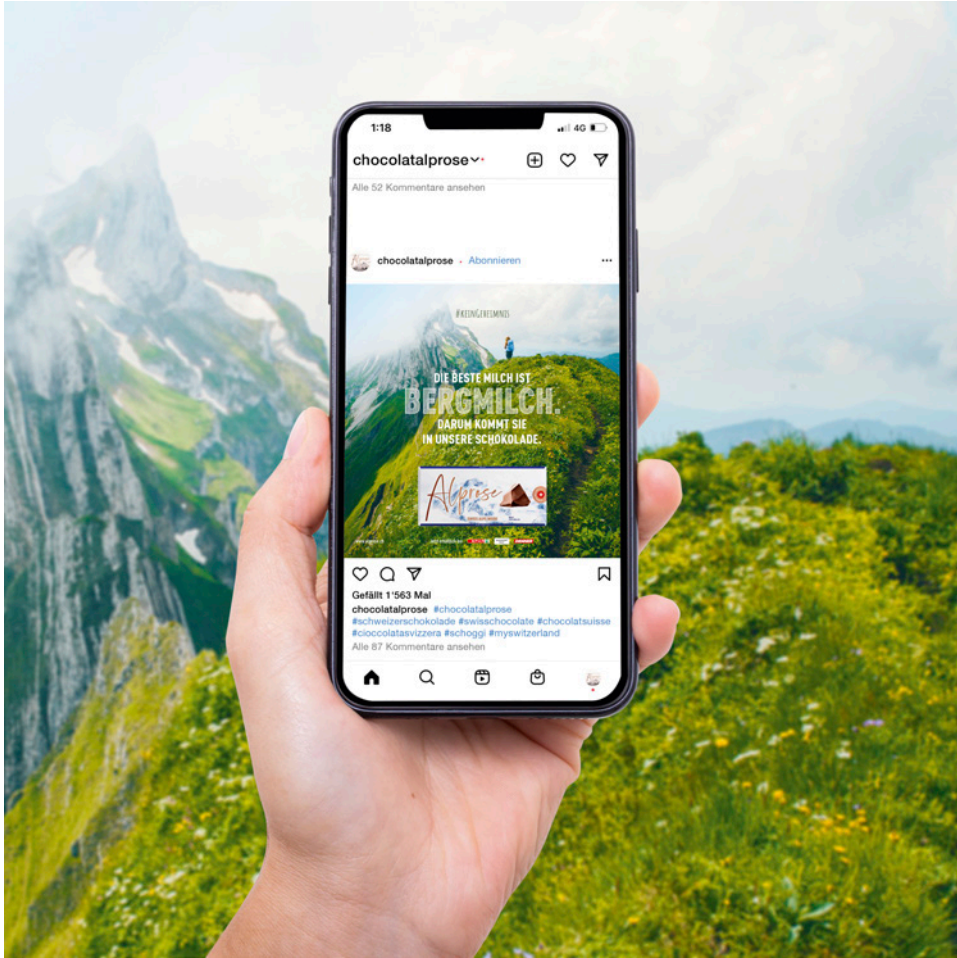
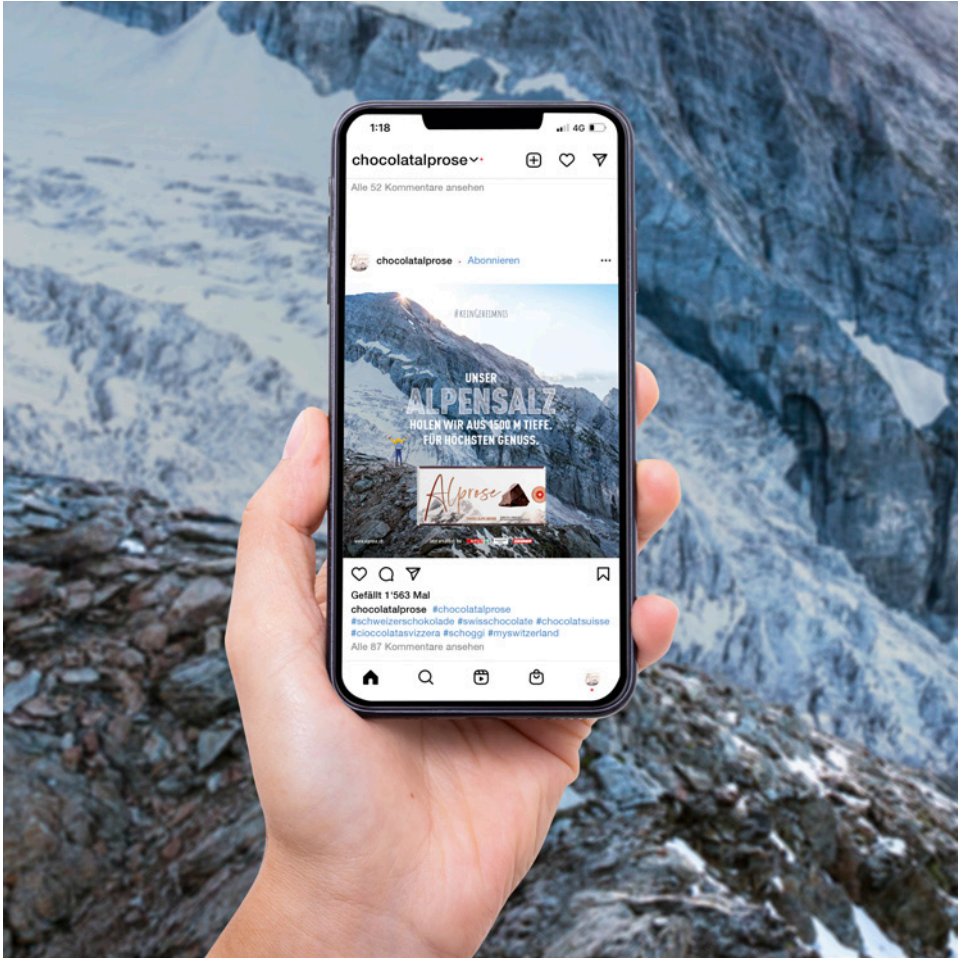
Our wide assortment of dragées are produced with carefully selected ingredients, such as hazelnuts, almonds, raisins and orange pieces. All are covered with authentic Alprose chocolate. Each piece has a unique shape and size due to its artisanal production process. It truly is the guilty pleasure of every chocolate lover. Available in different packaging sizes to match your snacking moment.

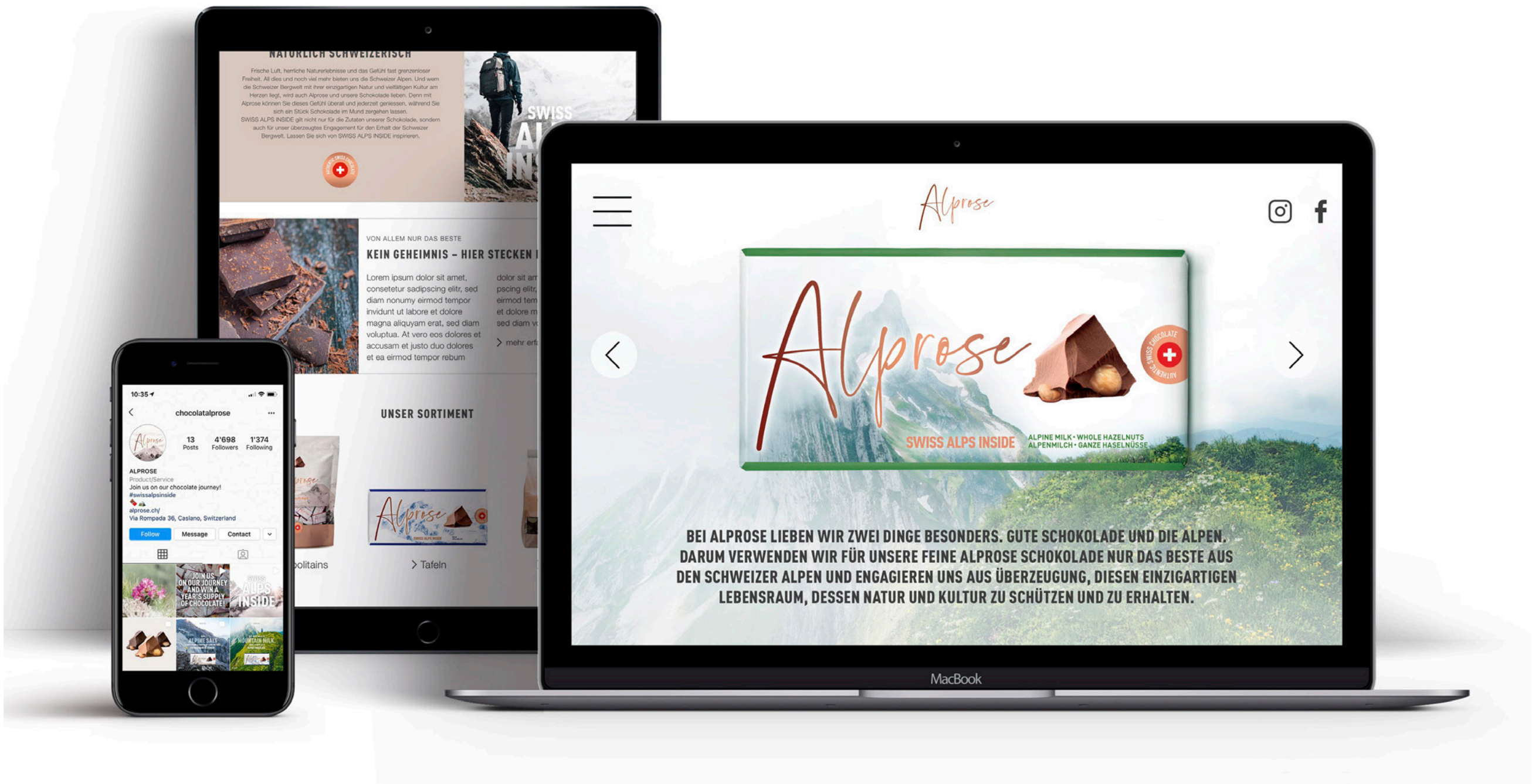


SWISS ALPS INSIDE

INTEGRATED COMMUNICATION







Eine innige Beziehung

ALPROSE UND DIE ALPEN

Wem die Schweizer Bergwelt mit ihrer einzigartigen Natur und vielfältigen Kultur am Herzen liegt, der wird auch Alprose und unsere Schokolade lieben.

Swiss Alps Inside

Für unsere feine Alprose Schokolade verwenden wir nur das Beste aus den Schweizer Alpen und engagieren uns aus Überzeugung, diesen einzigartigen Lebensraum, dessen Natur und Kultur zu schützen und zu erhalten.

Nachhaltigkeit – von der Kakaobohne bis zur Verpackung

Ein nachhaltiger, sorgsamer und verantwortungsvoller Umgang mit der Natur und den Menschen ist uns wichtig. So achten wir bei unserem Fairtrade-zertifizierten Kakao auf die Herkunft und eine faire Bezahlung der Bauern. In Caslano bei Lugano produzieren wir unsere Schokolade CO₂-neutral. Und um die Umwelt auch nach dem Genuss der Schokolade nicht zu belasten, setzen wir auf nachhaltige Verpackungsmaterialien.

Lassen Sie sich die Alpen auf der Zunge zergehen

Besonders zart schmeckt unsere Vollmilch Schokolade mit Schweizer Bergmilch. Für mehr Biss sorgt unsere Schokolade mit ganzen Haselnüssen. Entdeckungsfreudige Geniesser werden die Komposition aus bittersüßer dunkler Schokolade und feinstem Schweizer Alpensalz lieben. Unsere Dragées sind wahre Meisterwerke der Schokoladen-Handwerkskunst und in ihrer Form so facettenreich wie die Schweizer Bergwelt. Ein Hauch feinsten Alprose Schokolade umhüllt den Kern aus sorgfältig ausgewählten Nüssen und Früchten.

#keingeheimnis

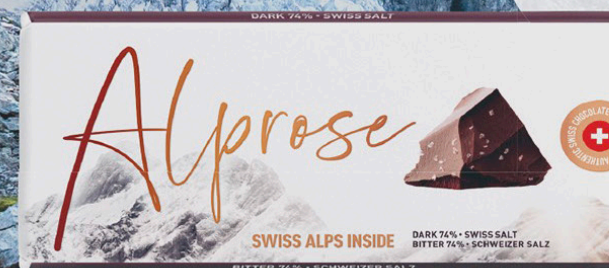
Viele Marken machen ein Geheimnis daraus, welche Zutaten für die Herstellung ihrer Produkte verwendet werden. Wir nicht. Im Gegenteil. Wir reden gerne und offen darüber, was in unsere feine Schokolade kommt. Nämlich nur die besten Zutaten. Deshalb verwenden wir das feinste Alpensalz, Sel des Alpes, das aus den Tiefen der Salzwerke von Bex geholt wird. Werden Sie Teil von Swiss Alps Inside.



#KEINGEHEIMNIS

UNSER
ALPENSALZ
HOLEN WIR AUS 400 M TIEFE.
FÜR HÖCHSTEN GENUSS.

JETZT
ERHÄLTlich
BEI SPAR*



www.alprose.ch
@chocolatalprose



*In grösseren SPAR Supermärkten erhältlich.

COMMITMENT AND ENGAGEMENT

PRESENTATION

OUR COMMITMENT

SWISS ALPS INSIDE reflects our way of thinking and our values. We focus on regional, sustainably and fairly produced ingredients and make an active contribution to preserving the unique habitat of the Alps with over 15,000 different animal and 13,000 plant species and a diverse culture for future generations.



COLLABORATION

We carry the Alps in our hearts. That is why our commitment to preserving the nature and culture of the Swiss mountains does not end with the production of our chocolate. In collaboration with the Swiss Alpine Club (SAC) and the Swiss National Park, we realise projects and together make an important contribution to the protection and preservation of the flora and fauna of our Swiss Alpine world.

100% CO₂-NEUTRAL

Our production is 100% CO₂-neutral. We achieve this, among other things, with 348 solar panels on the roof of our storage and production facilities, with woodchip heating and with the use of LED lights, which save 448,900 KG of CO₂ emissions and 111,000 kilowatt hours of electricity per year.

FSC® CERTIFIED

All of Alprose's paper packaging, cardboard sleeves and transport boxes are FSC® certified. In order to guarantee the highest chocolate enjoyment while still having a minimal impact on the environment, we have also replaced the aluminium foil of our 100g bars with a paper-based alternative that keeps our chocolate fresh and is completely recyclable. Where we can't use a paper alternative, such as in the packaging of the dragées or napolitains, we use monostructured polypropylene plastic films that ensure the packaging is recyclable once the last piece of Alprose chocolate has been eaten.

FAIRTRADE MAX HAVELAAR

We use Fairtrade cocoa, which guarantees a better life for farmers through higher cocoa prices and more protection for the environment. We invest in our raw materials out of conviction, because we want everyone who contributes to our chocolates to enjoy them at least as much as you do.



RESULTS OUTLOOK*

* Due to the late market launch in late fall 2020,
retailer sales figures are not yet available.

KEY PERFORMANCE INDICATORS

SOCIAL MEDIA

GROWTH OF THE FOLLOWER BASE



+16%

new followers

from 4'617 to
5'356 followers



+76%

new followers

from 1'372 to
2'416 followers

REACH GROWTH



+107'300%

new followers

reach 392'011



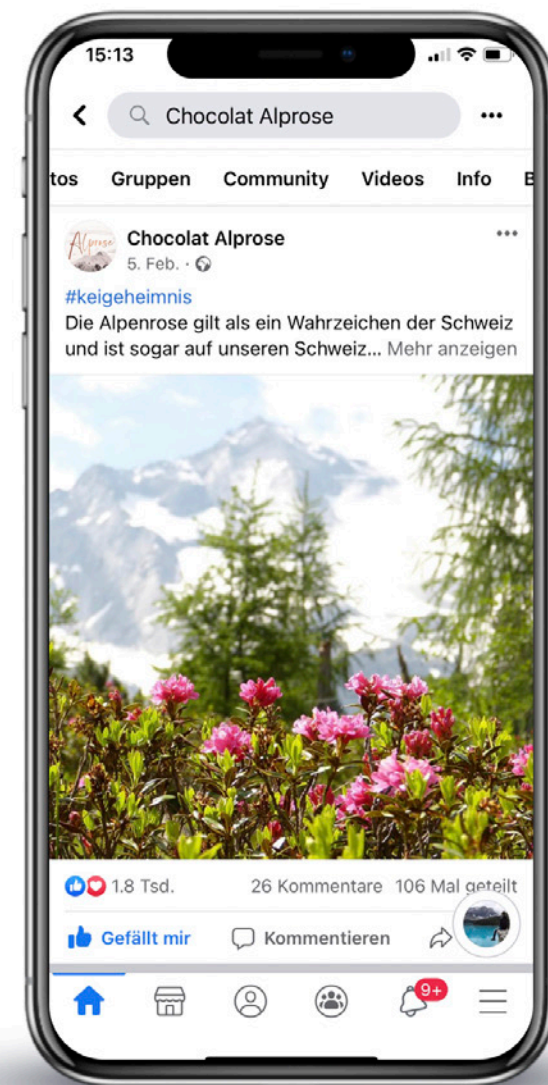
+2'474%

new followers

reach 539'760

KEY PERFORMANCE INDICATORS

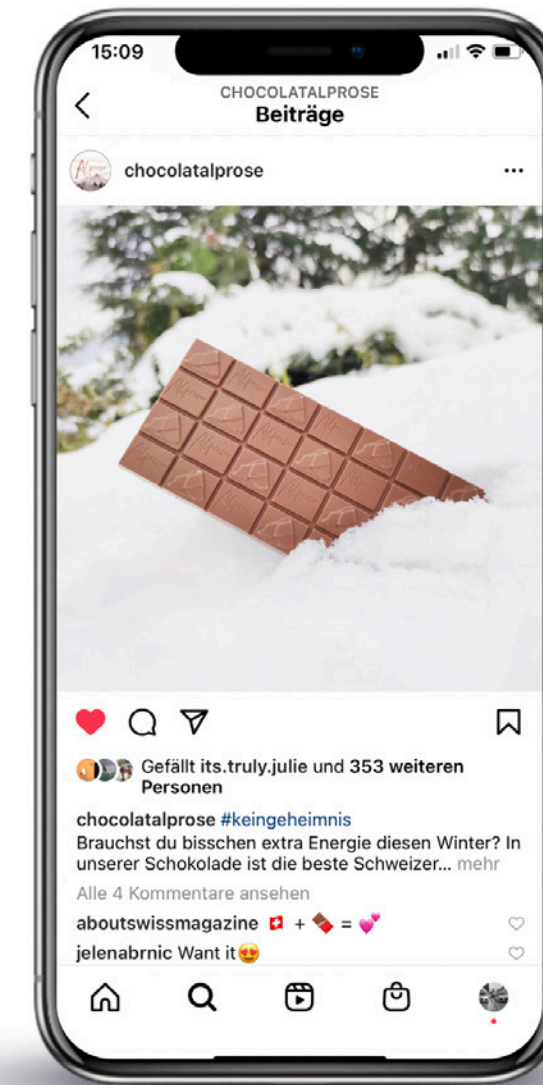
POST EXAMPLE FACEBOOK



17'767
reach

KEY PERFORMANCE INDICATORS

POST EXAMPLE FACEBOOK



2'535
post
engagements

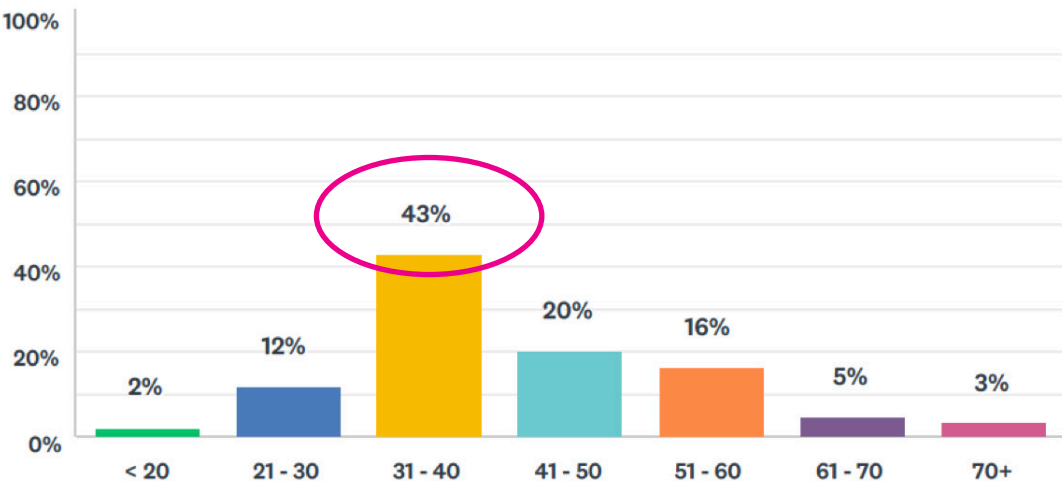
CONSUMER INSIGHTS

PRESENTATION

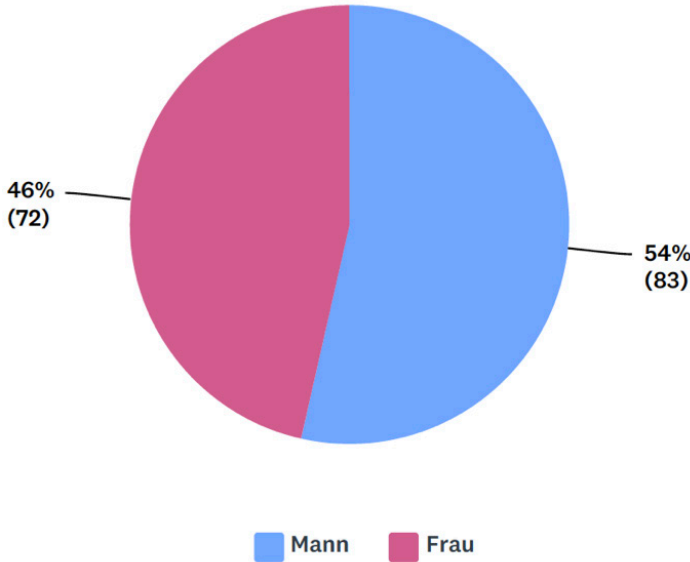
WE ASKED
THE TARGET GROUP

- Online survey with 63 questions about chocolate
- Total of 194 respondents
- 155 participants completed the survey

Age

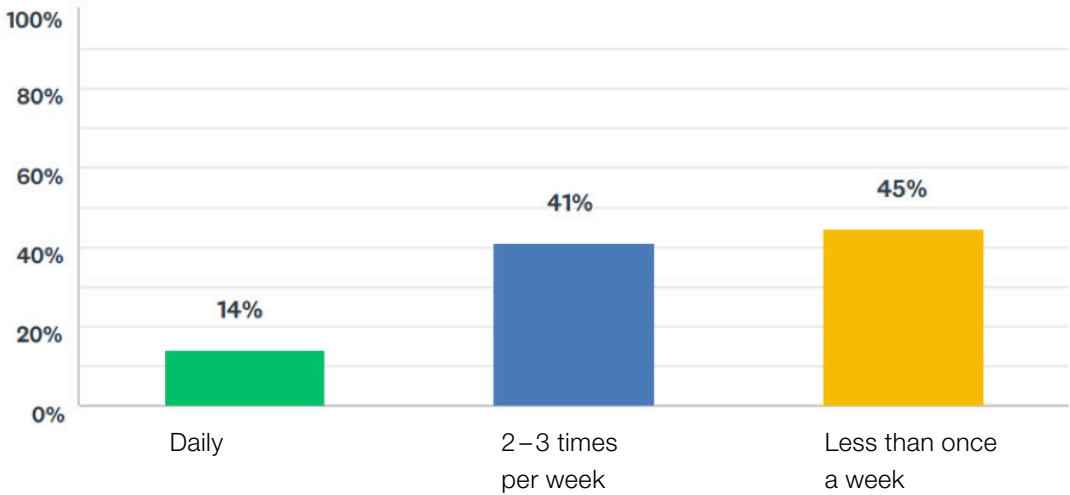


Gender



CHOCOLATE TYPE

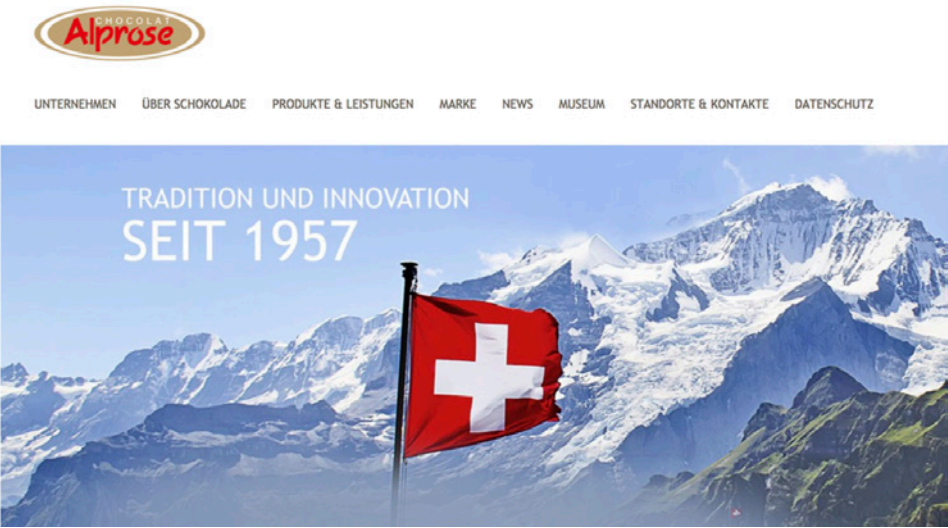
What kind of chocolate consumer are you?



BRAND
PERCEPTION

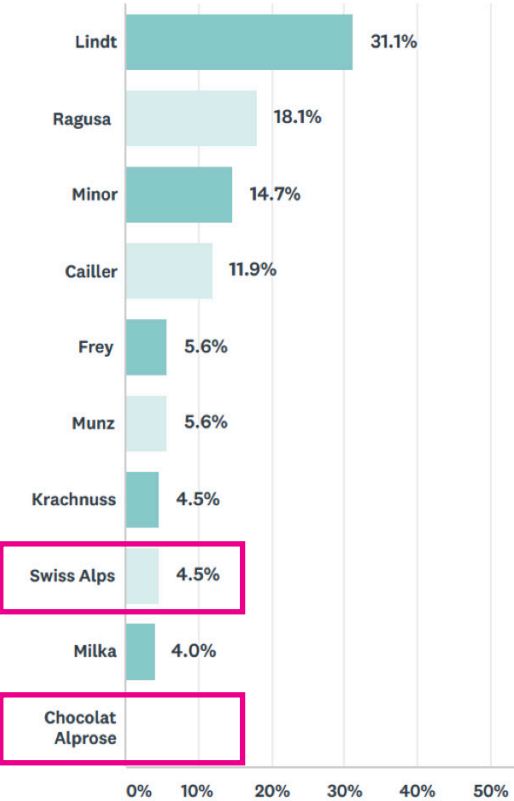
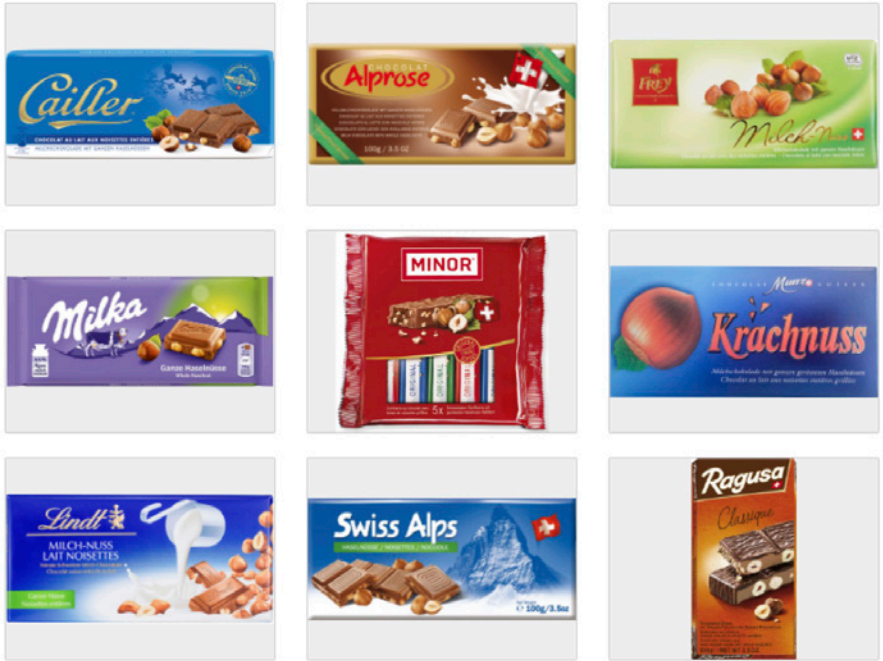
The following questions refer to the brand Chocolat Alprose
Chocolat Alprose: Swiss Premium Chocolate

As a future-oriented company, Chocolat Alprose is today one of the leading suppliers in the industry thanks to its innovative ideas, enthusiasm and willingness to perform. The aim of Chocolat Alprose is to continue to produce top-quality chocolate for its many customers around the world. Chocolat Alprose stands for innovation and service and the highest quality at the best price.



PACKAGING
DESIGN

Which of the following chocolate brands appeals most to you and would you most likely buy?

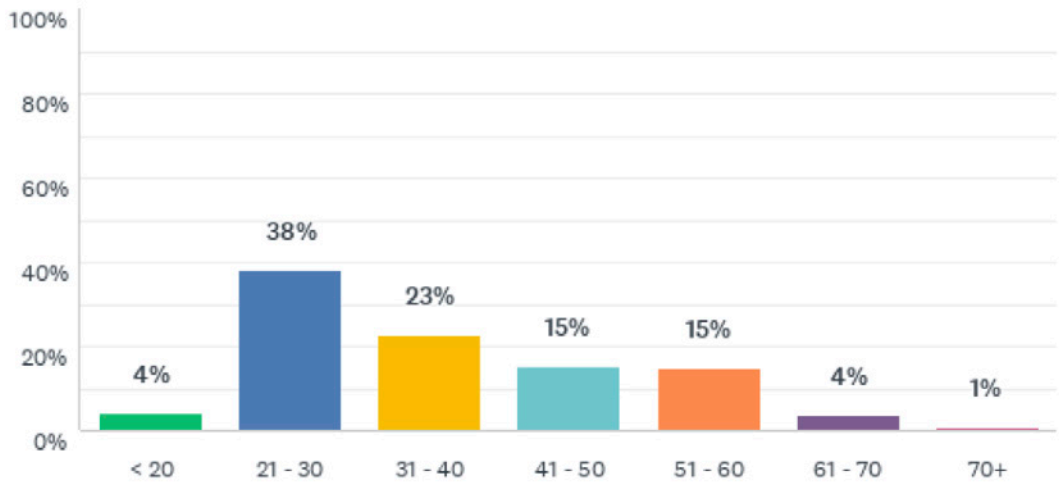


PRESENTATION

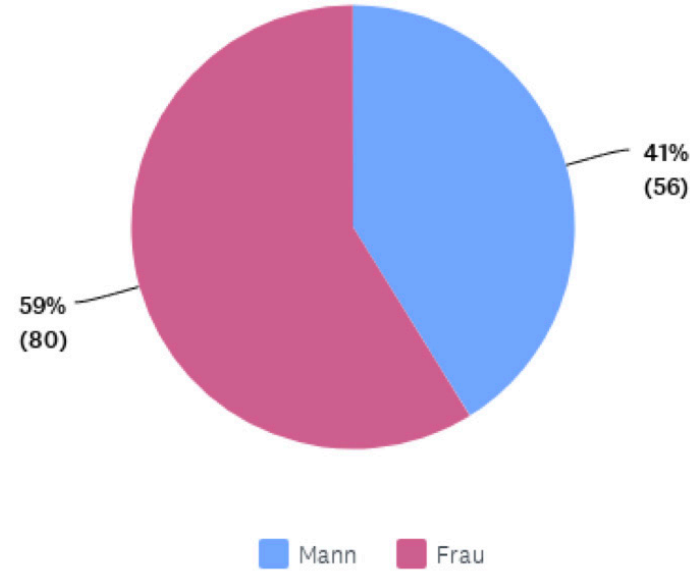
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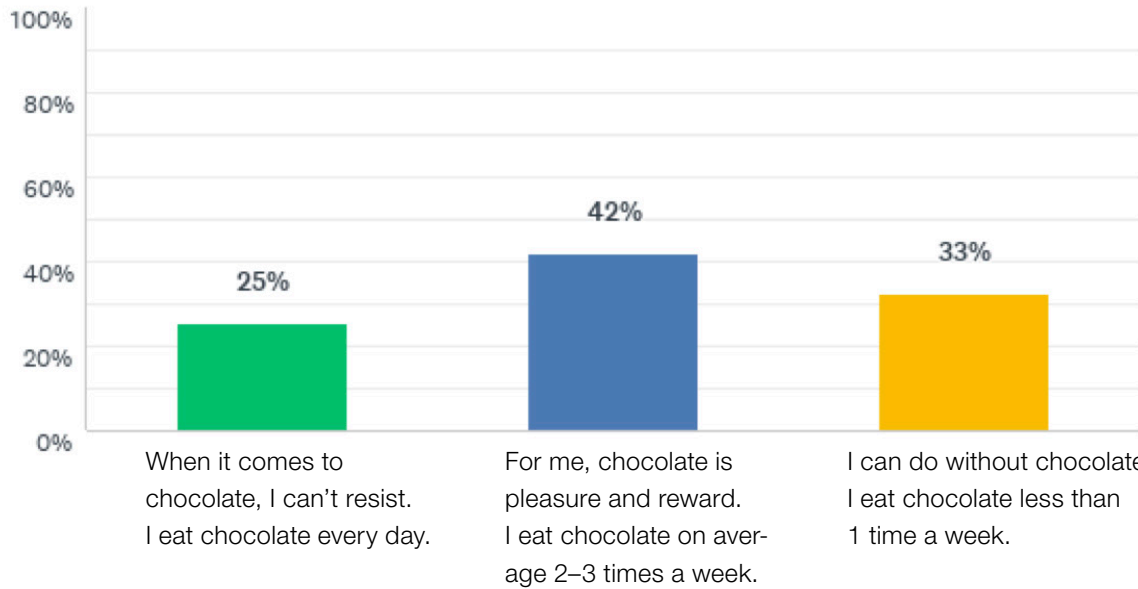


Gender



CHOCOLATE TYPE

What kind of chocolate consumer are you?



BRAND PERCEPTION

SWISS ALPS INSIDE

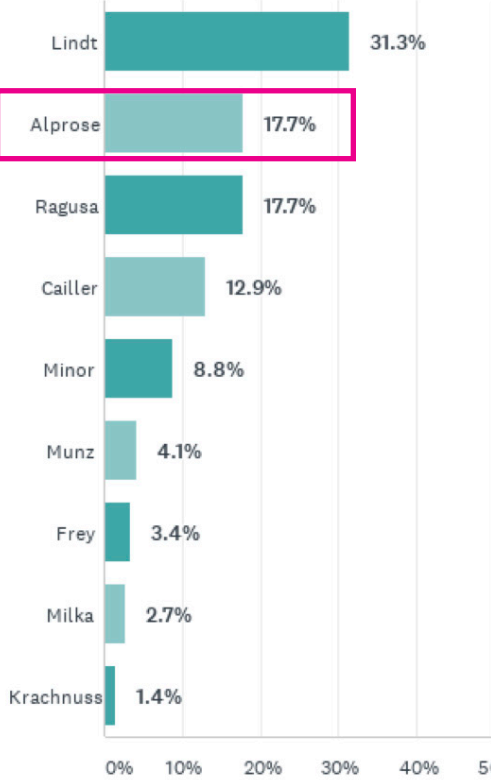
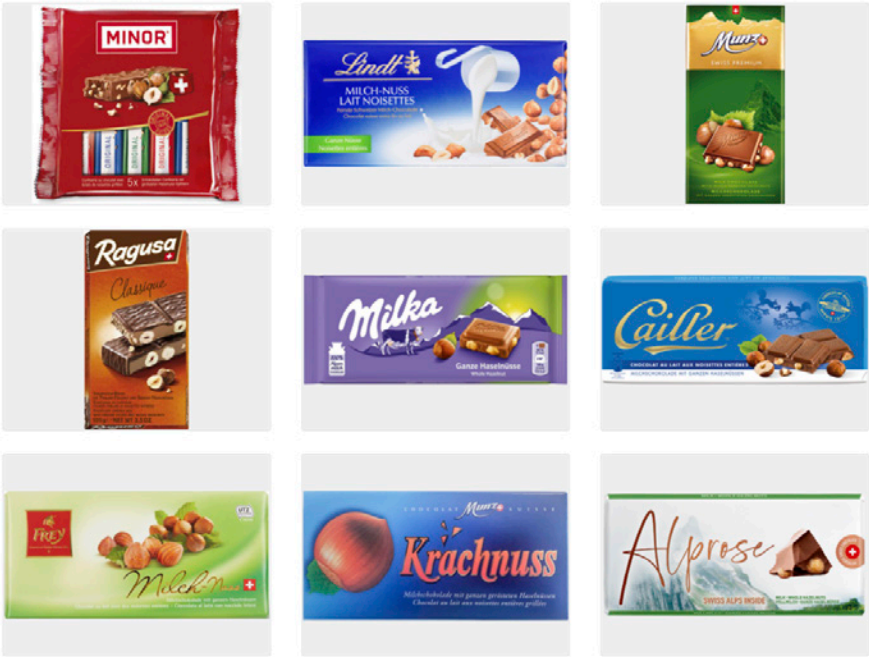
Alprose chocolate carries the Alps in its heart and is made with the best ingredients. In the process, Alprose pays attention to fair payment and is committed to a sustainable, careful and responsible approach to nature and people at every step.

The chocolate is produced in a CO2-neutral manner and Alprose also uses sustainable materials for its packaging so as not to harm the environment. Through cooperation with the Swiss Alpine Club SAC and the Swiss National Park, Alprose goes a step further and makes a valuable contribution to the preservation of nature and culture of the Swiss mountains.

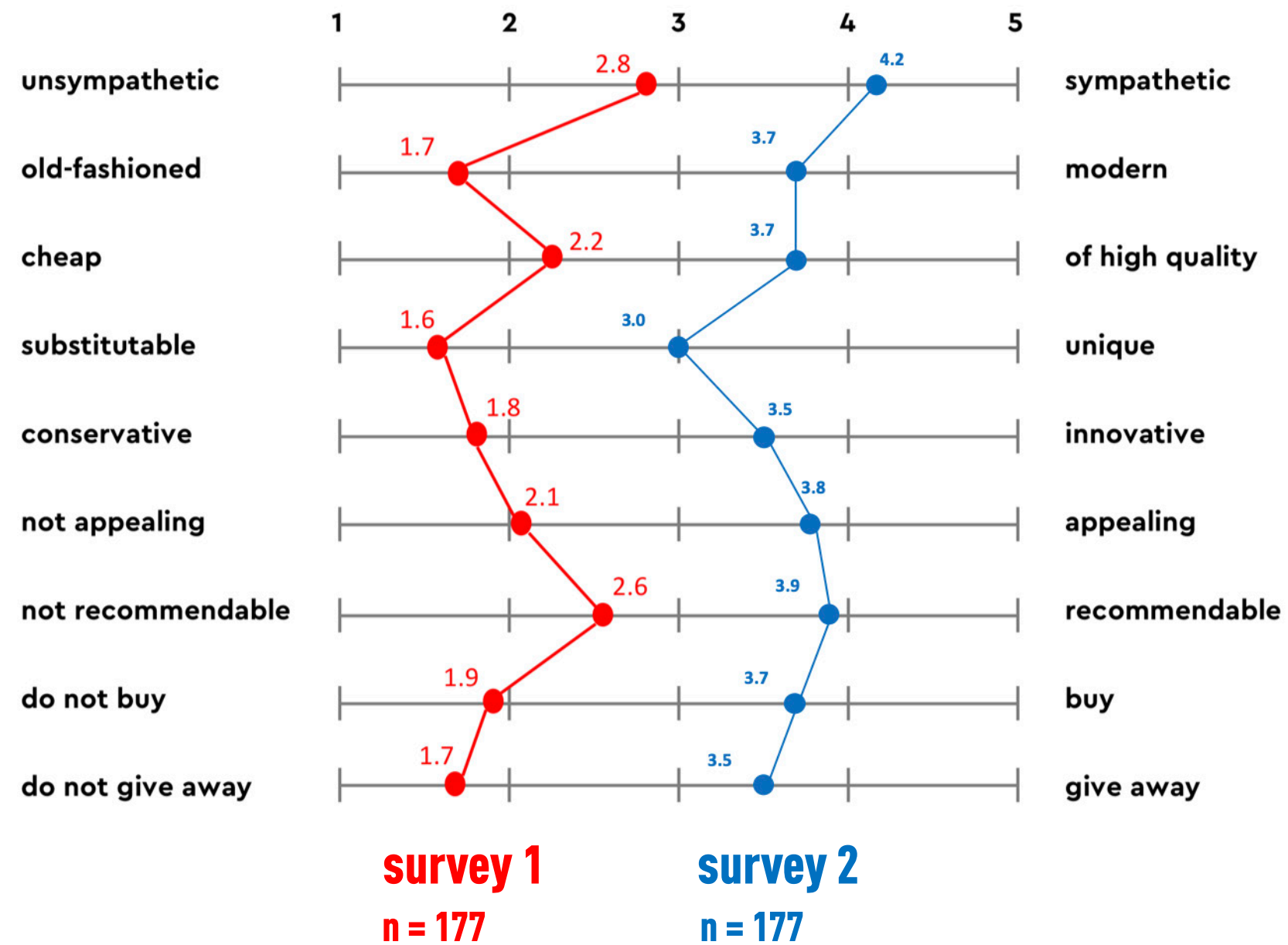


PACKAGING DESIGN

Which of the following chocolate brands appeals most to you and would you most likely buy?



BRAND PERCEPTION SEMANTIC DIFFERENTIAL





SWISS
ALPS
INSIDE