




STORCK

Spain – Portugal - LATAM
Trade marketing

Spain is more than SIESTA, FIESTA and PAELLA ;)



Spain | Macro economic trends & Market



MACRO



48.946.035 Mio



1.593.136 Mio € (+3,5%)



2,85 %



10,61 %

CONFECTIONARY



1.659 Mio € (+15,3%)

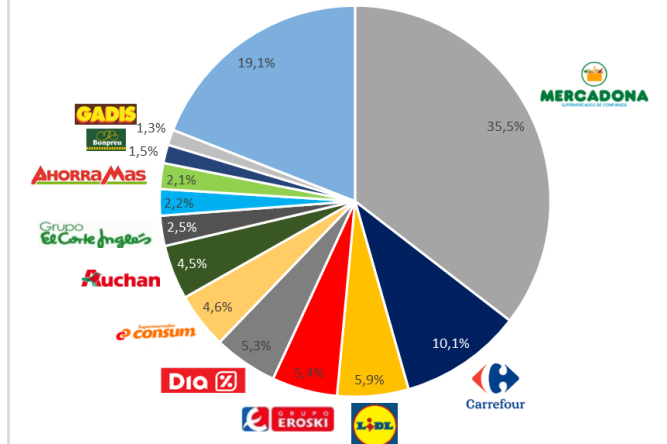


141.329 Tons (+5,6%)



3,46 Kgs

RETAILERS



TRADITIONAL CHANNEL = 40%

650 Suppliers



612 Distributors



350.000 Impulse Shops



FOOD CHANNEL = 60%

Channel weight:

- SUPERMARKET: 77,3%
- HYPERMARKET: 13,6%
- OTHERS: 5,2%
- INDEPENDENT STORES: 3,9%



Spain market | Trade Highlights

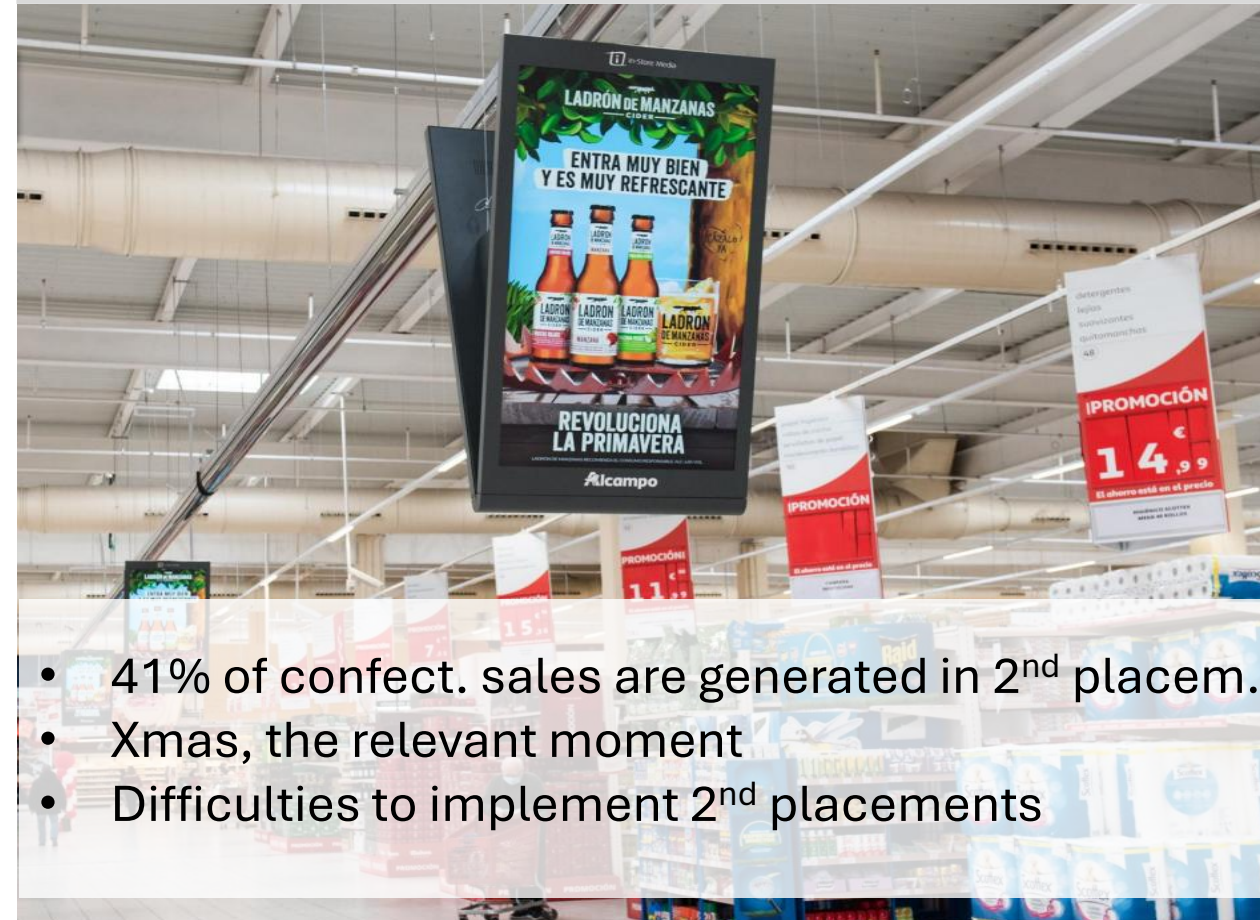


PROMOTIONS



- Spain is a “promotional country”
- Multibuy promo leader (2ª 50%, 3x2)
- Consumer promo

VISIBILITY



- 41% of confectionery sales are generated in 2nd placement.
- Xmas, the relevant moment
- Difficulties to implement 2nd placements





STORCK SPAIN

#12 confectionery manufacturer present in 3 categories

COUNTLINES

23.532 tons

Knoppers



BOXED CHOCOLATE

14.677 tons

merci[®]
Toffifee[®]



TOFFEES

1.361 tons

Werther's[®]
Original





Countlines | Promos

Multibuy the leader promo

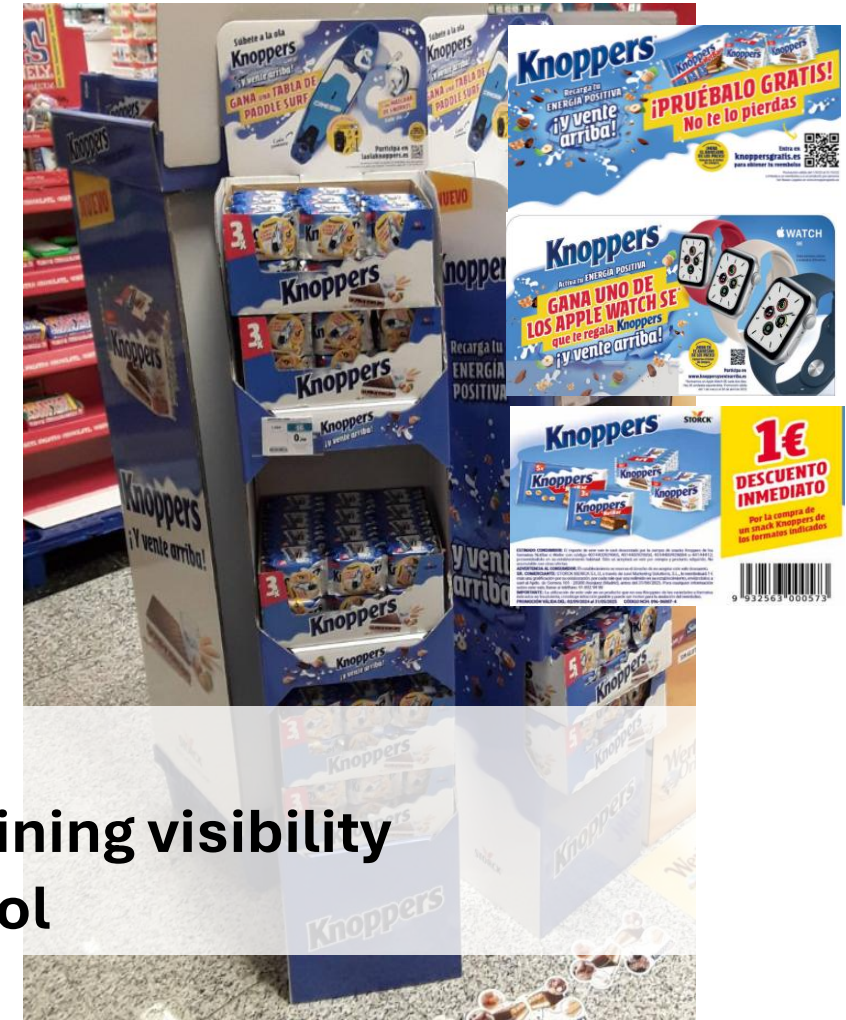


- 4x3, 3x2 and 2º 50% are the main promos



Countlines| Promos

Consumer promos is also a tool to gain rotation



- Gifts: experiences, technology, free product...
- Opportunity to implement second expositions gaining visibility
- 3 momentums: easter, summer and back to school





Boxed Chocolate | Promos

Lots, the key driver of Xmas campaign



**PROMOTIONAL
"LOTS"**



Countlines | Visibility

With macro exhibition, rotation can even triple





Boxed Chocolate| Visibility

3 main moments: Valentine ´s day, Easter and Xmas

Valentine´s day



Easter



Xmas campaign



- Players launch SKUS according to the different campaigns
- Xmas period concentrates the maximum visibility at the stores (represents the 63% of total year)





Xmas| Visibility

Boxed chocolate and other categories with huge expositions

COUNTLINES



ADVENT CALENDAR



TABLETS



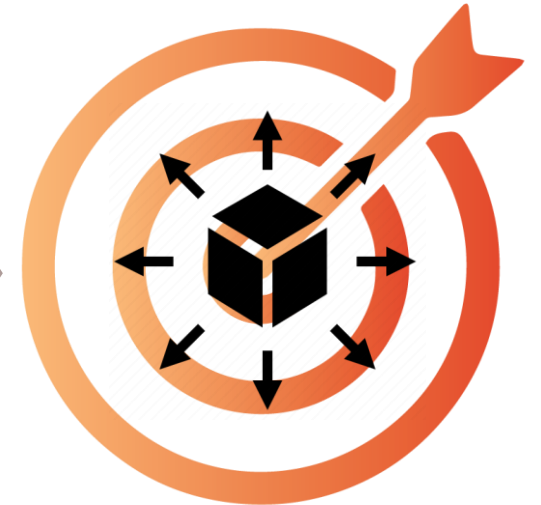


Traditional channel

Lots (product + gadget), new way to gain distribution



DISTRIBUTION



Candies| Visibility

It 's not a category focus on visibility



Portugal market | Trade

Highlights



PROMOTIONS



- Main promo **Unit discount**
- High usage of **Leaflets**

VISIBILITY



- Large space available in stores to implement **exhibitions** all year around.
- **Xmas** is the highest season for 2nd placements.



STORCK PORTUGAL

Present in 2 categories



BOXED CHOCOLATE

4.624 tn

merci[®]



Toffifee[®]



TOFFEES

113 tn

Werther's
Original[®]



Boxed Chocolate| Promos

Unit Discount and Leaflets



DISCOUNTS FROM -20% TO -60% PER UNIT



Boxed Chocolate | Visibility

Focus on seasonalities



EASTER



XMAS



XMAS REPRESENTS 76% OF SALES



LATAM market | Trade

Highlights



DISTRIBUTUITORS



SMALL FORMATS



SENSE OF BELONGING



Knoppers



Chile

Sampling



Company Canteens: Claro Chile, SMU, Aramark, University of Los Andes, Metro and LATAM



SUPERMARKET FAIR

“Carulla es Café”



Stand



Tasting



Stand & PoS



Sell Out: August + 70%, September 465% and October +189%

New WO SKU'S were achieved



Knoppers



Ecuador

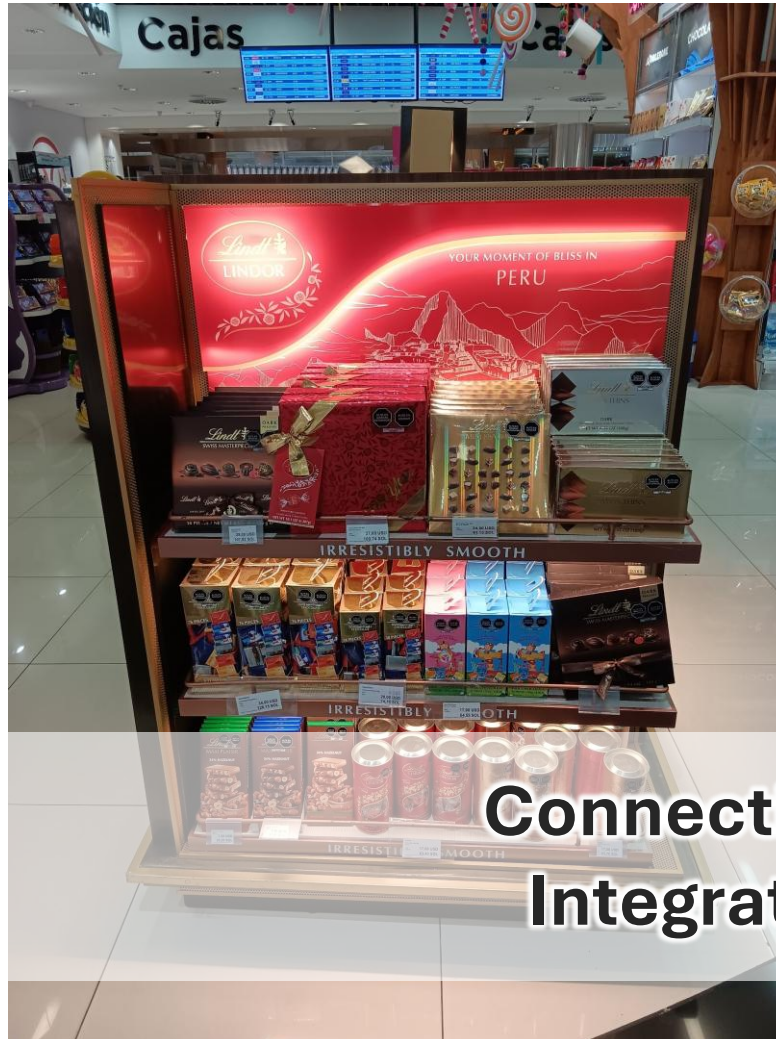
Adhoc PoS



2023 vs 2024: Growth in tons of +1,300%



COMPETITORS



Connecting main cities of the country
Integrating symbols with the Brand





Muchas gracias