

# THE FINE ART OF CONFECTIONERY!

1 June, 2018





# CAVENDISH & HARVEY THE COMPANY.

# MILESTONES.

1977

Cavendish & Harvey Ltd, London, is founded – our brand name is born



1984

Our new factory in Kaltenkirchen opens for packing operations



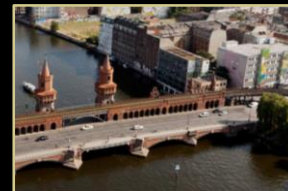
1995

Expansion of our factory in Kaltenkirchen



2002

Integration into the Berlin-based, family-owned Boettger Gruppe, a medium-sized group of companies



2017

40th brand anniversary



2018

Brand Relaunch with improved recipes and packaging



# KEY FACTS CAVENDISH & HARVEY COMPANY.

160 employees

Production of filled  
and unfilled hard  
candies

More than 30  
varieties, packed into  
tins, jars, bags and  
boxes

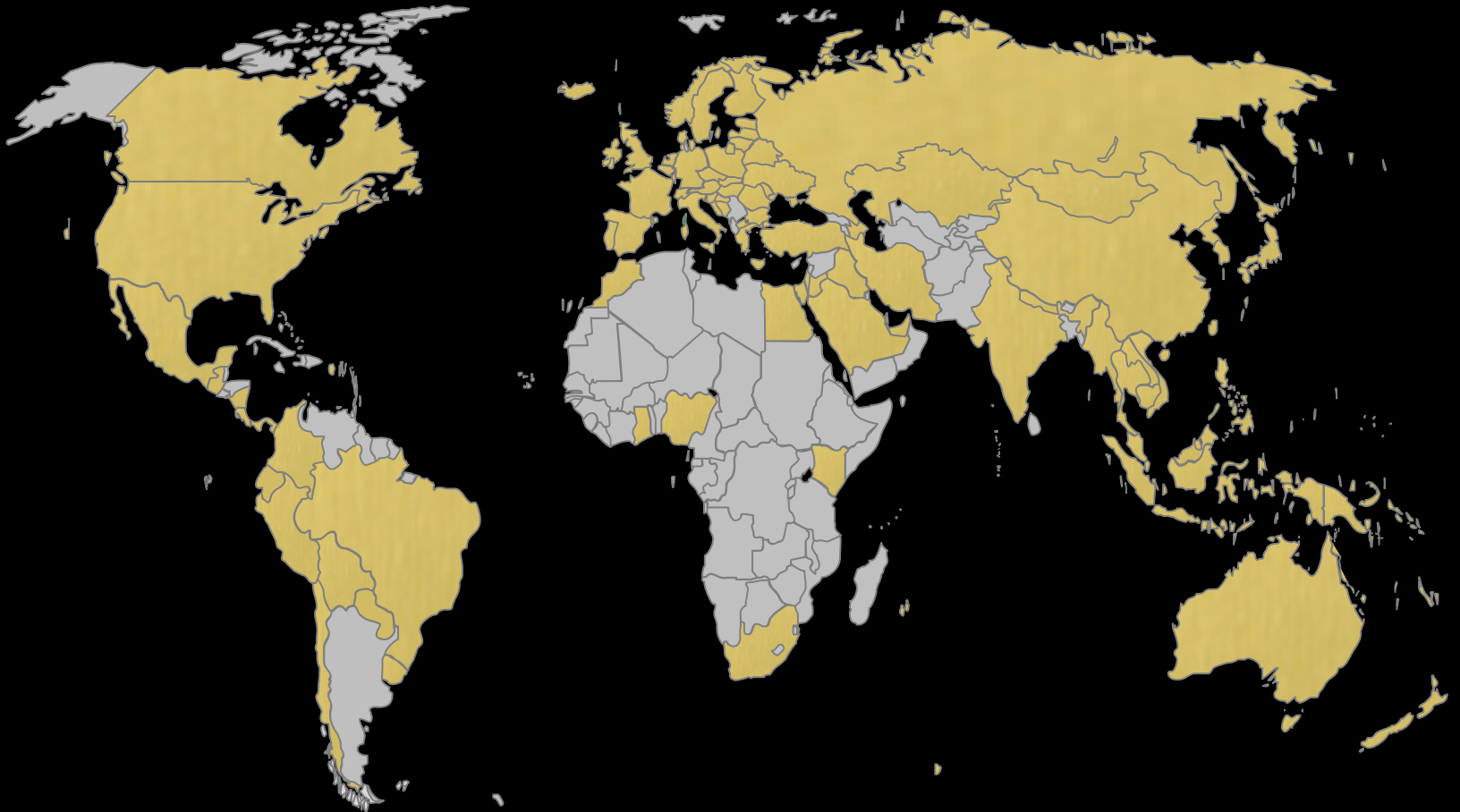


Ifs 6 - certified

25 million tins and  
2.2 billion pieces  
every year

Co-manufactured  
range extension with  
fudge, toffees,  
eclairs and mints

# EXPORTS IN OVER 90 COUNTRIES!

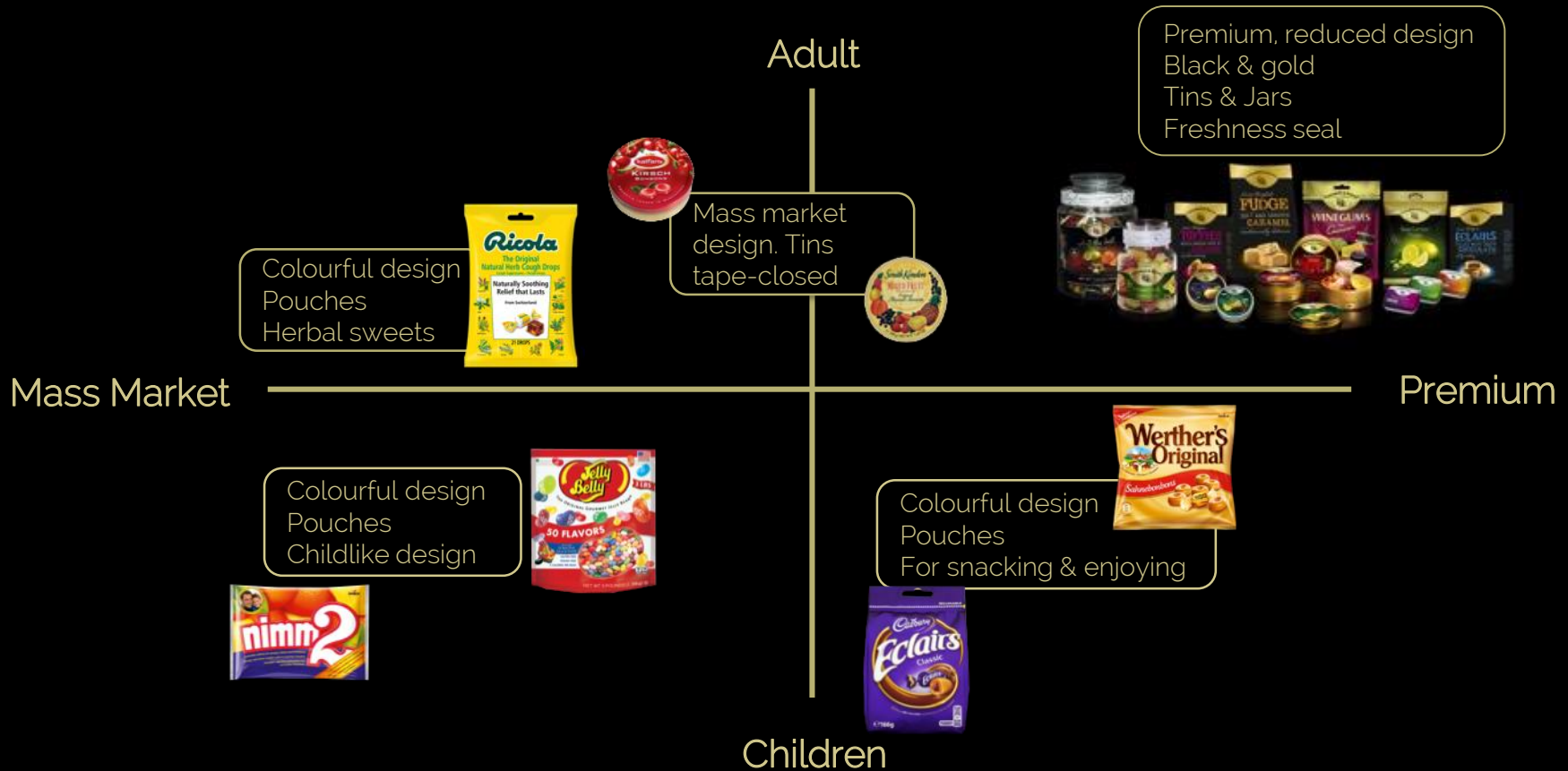






# CAVENDISH & HARVEY BRAND POSITIONING.

# CONFECTIONERY MARKET.



Dominated by mass market products | Positioned in the adult premium segment |  
Dominates a high-value market niche

# FIRST NEVER FOLLOWS. OUR USP's.



## WORLD MARKET LEADER

Cavendish & Harvey is the world leading brand for boiled sweets in tins and glass jars.



## UNIQUE PACKAGING

Unique packaging for unique moments of indulgence.



## FRESHLY SQUEEZED TASTE!

Our master sweet-makers have created recipes with real fruit juice for a taste that connoisseurs of fine confectionery will find impossible to resist.

**PREMIUM QUALITY**  
**Made in Germany**

## THE ORIGINAL

The art of confectionery making has a long tradition at Cavendish & Harvey. Our exquisite recipes come alive at our Competence Centre in Schleswig-Holstein, northern Germany.



## GOLDEN SEAL

The golden seal is embossed with the Cavendish & Harvey signature and then carefully sealed on the golden tin to preserve the freshness of the drops inside.



## ICING SUGAR

Our drops in tins are dusted with icing sugar and sealed in a premium gold tin for the highest quality freshness.





# CAVENDISH & HARVEY PRODUCT PORTFOLIO.

# THE WORLD OF CAVENDISH AND HARVEY!

- Travel Tins
- Jars
- Individually wrapped
- Winegums
- Toffees, Eclairs, Fudge
- Mints



# NEW. FRESHLY SQUEEZED TASTE!

"Eyecatcher" to emphasize the improved recipe

Improved appetite appeal through better fruit visualisation



Upgrading through category description in premium gold

Reference to "Made in Germany" on the lid for quality associations

Characteristic colour coding to enhance the flavours



# THE GOLDEN SEAL.

## UNIQUENESS

- Only brand offering a branded seal foil
- Seal honours gifting heritage



## BRANDING

- Higher premium impact
- Proof of originality

## QUALITY

- Embossed seal is a visible quality statement
- Tangible freshness experience for longer -lasting indulgence

# IMPROVED INGREDIENTS. NEW DESIGN.

## SINGLE FRUIT DROPS



Sour Cherry  
200 g



Sour Lemon  
200 g



Fruity Orange  
200 g



Pink Grapefruit  
200 g



Juicy Apple  
200 g



Rhubarb Vanilla  
200 g

## FILLED FRUIT DROPS



Multivitamin  
175 g



Strawberry  
175 g



Raspberry & Peach  
175 g

## MIXED FRUIT DROPS



Mixed Fruit  
200 g



Tropical Fruit  
200 g



Wild Berry  
175 g



Citrus Fruit  
200 g



Pear & Blackberry  
200 g



Mango & Kiwi  
200 g

## SUGAR FREE DROPS



Mixed Fruit  
175 g



Tropical Fruit  
175 g



Sour Cherry  
175 g



Exotic Mango  
175 g

## SPECIAL FLAVOUR DROPS



Coffee Deluxe  
175 g



Clear Mint  
200 g



Refreshing Cola  
175 g



Clear Ice  
200 g



Barley Sugar  
200 g



Creamy Butterscotch  
175 g

## POCKET TIN DROPS



Mixed Fruit  
50 g



Sour Cherry  
50 g



Sour Lemon  
50 g



Pear & Blackberry  
50 g



Clear Mint  
50 g



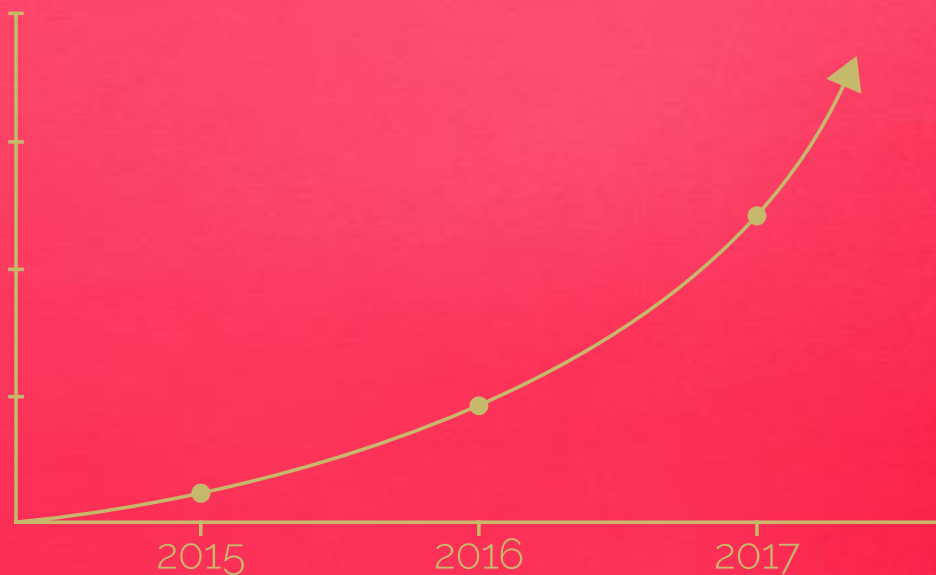
Coffee Deluxe  
50 g



Mixed Fruit  
sugar free  
50 g

# SPECIAL EDITION. FILLED RASPBERRY & PEACH DROPS!

17% increase in sales of filled fruit drops\*



\* Source: internal sales data



- 30% more filling due to new drop shape
- Attracts new target groups
- Satisfies your customer's need for variety and innovation



# PLEASURE SHARED.



Mixed Fruit Selection  
966 g



Mixed Fruit Selection  
300 g



Berry Selection  
966 g



Berry Selection  
300 g



Citrus Selection  
966 g



Citrus Selection  
300 g



Sweet Hearts  
Passionfruit-Vanilla & Pomegranate-Vanilla  
350 g



Sweet Hearts  
Cranberry & Vanilla  
350 g



INDIVIDUALLY WRAPPED.

Individually different. Together irresistible!

# WINEGUMS FOR CONNOISSEURS.

## Consumer Benefits

- Premium Winegums for adult consumers with a classical lifestyle
- Perfect format for sharing
- Resealable zipper pouch for long-lasting freshness

## Retail Benefits

- Ideal extension of your confectionery assortment
- Premium shelf presentation
- Clear differentiation to mass market products





INDULGE YOUR  
SENSES.



Finest Belgian Eclairs  
130g



Finest Belgian Toffees  
130g



Finest English Fudge  
200g



Cavendish & Harvey®



DO YOU  
MINT?



Wild Berry  
14g



Orange  
14g



Classic Mint  
14g

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Confectionery  
for Connoisseurs.

