

# FACTS & FIGURES 2023

## Successful launch of two new liqueur specialties

The years of the pandemic are hopefully finally behind us. The market has also fundamentally recovered, and anticipated energy supply bottlenecks have been avoided. However, these positive developments were offset by a number of regulatory measures and the exorbitant prices of raw materials. 2023 was an exciting year for Chocolats Camille Bloch. We successfully launched our innovative raspberry liqueur and gin chocolates on the Swiss market in September. Our sales in the Swiss market remained stable at the level of 2022 despite the discontinuation of some products. We significantly increased the visibility of our brands with various customers through campaigns and other activities at the POS, for example, tastings and displays, but without increasing promotional offers. We were also affected by the very high prices for cocoa, sugar and milk powder, but thanks to good planning and efficient production, we have so far been able to avoid further price increases.

We achieved sales of CHF 59 million (2022: CHF 60 million) and a sales volume of 3,200 tons (2022: 3,389). The slight decline is mainly due to the situation in the international markets. By contrast, our B2B and Duty Free businesses performed very well, growing by 11% and 25% respectively.

**25%**  
SALES GROWTH  
IN DUTY FREE

## Stable performance in the Swiss home market

Our strong brands, Ragusa and Torino, consolidated their respective market positions last year. Our campaign for Ragusa Blond 2022 had a positive impact on the entire Ragusa family, lasting well into and throughout 2023. The newly developed 320g (instead of 300g) Torino pack was launched very successfully in Swiss retail and duty-free shops. The handy format was well received by consumers, and sales showed an increase of about 60% compared to the previous year. Sales of Liqueur-filled chocolates grew by about 12%, also due to the launch of two new varieties, Gin and Raspberry, as well as to the gentle redesign of the entire line.

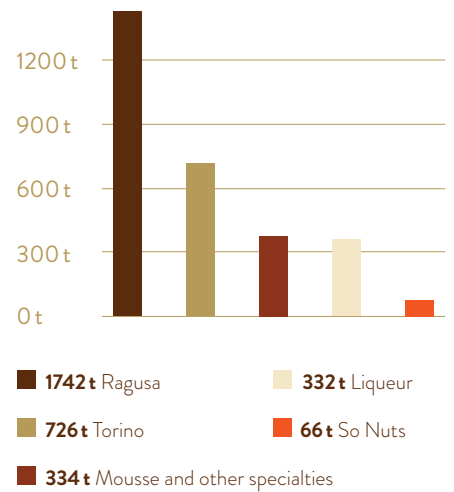
**12%**

## INCREASE IN SALES WITH GIN & RASPBERRY SPIRIT

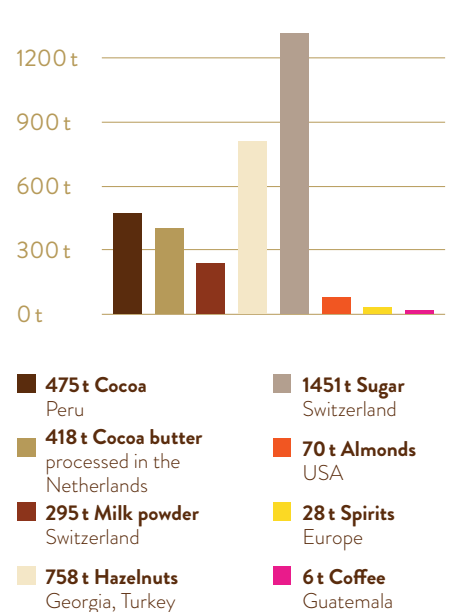
## Export market lags slightly behind domestic market

For various reasons, the good performance in the Swiss market could not be repeated abroad. Nevertheless, we are confident because in Germany, one of our most important foreign markets, we have not only greatly expanded our numerical distribution but also significantly increased product rotation thanks to various activities including, of course, tastings. We strengthened our position in the duty-free market not only at the Swiss airports, but also abroad. And we are delighted with our new presence in Singapore. Our Ragusa 400g format in the Swiss national colors was a great success.

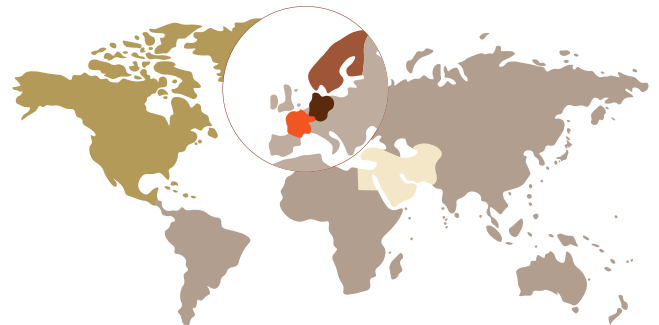
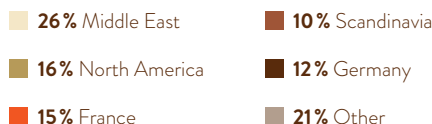
## SALES 2023



## RAW MATERIALS 2023



## EXPORT 2023



**Camille Bloch**  
UNE PASSION PARTAGÉE  
DEPUIS 3 GÉNÉRATIONS

# FACTS & FIGURES 2023



## Lara Gut-Behrami at the Adelboden ski school

In April, our Ragusa Ambassador, Lara Gut-Behrami, visited the children of the Swiss Ski School in Adelboden and spent a whole day with them in the snow.

## Visitors Center

With 72 440 visitors, our Visitors Center is one of the most popular destinations in the region. Our chocolate workshops are fully booked year round, and not just during the Christmas or Easter seasons.

# 72 440

GUESTS IN OUR  
VISITORS CENTER



## Sustainability at Chocolats Camille Bloch

Sustainability and social responsibility are an integral part of our company's history and values. In compliance with the Swiss Ordinance on Due Diligence and Transparency with regard to Child Labor, Chocolats Camille Bloch SA will report annually on the risks, measures of enactment and achievement of objectives. The first report will be available by the end of June 2024. The combined heat and power plant was also completed in 2023, which means that next year we will be able to cover about a third of our needs with locally produced renewable energy. During the year, we will also have calculated our CO2 emissions according to SBTi and set our reduction targets for Scope 1 and 2.

# 30%

ON-SITE RENEWABLE  
ENERGY GENERATION

## Cooperation with partners

The cooperation with McDonald's, which began in 2022, was further expanded. McDonald's launched the McFlurry Torino in November. The launch of the Dunkin Donut Ragusa Blond in February was also successful.

## Two new kosher certificates

With the CRC (Chicago Rabbinical Council) and Rabbi Westheim certifications, we now have two kosher labels. This significantly strengthens our position in this market.

SO NUTS Coffee is now listed nationally, and we promoted sales by a major campaign at the beginning of the year with tastings at various strategic locations and at the Big Air Festival in Chur in the fall. As a result, sales increased by around 20 %.

## Outlook

The situation on the commodity markets and the new EU regulations (deforestation) will continue to keep us busy in 2024. The application and impact of these new laws are still unclear. We plan to begin the year with a major campaign for our Torino brand by promoting our new 320g format. This format is also ideal for further expanding our seasonal range. To this we will add chocolate eggs filled with raspberry spirit or Torino. For our liqueur-filled chocolate range, we will present an attractive gift format including three 100g chocolate bars.



In the Visitors Center we will continue to offer the popular chocolate workshops and Sunday brunch.

**Camille Bloch**  
UNE PASSION PARTAGÉE  
DEPUIS 3 GÉNÉRATIONS