



presents



The original Belgian chocolate lollipops

Let's Make People Happy!



No Fairytale,
indeed!




Belfine®
Fine Belgian Chocolate

Belfine is the proud brand of ChocDecor



- ChocDecor is the leading manufacturer of high quality decorated chocolate lollipops & figurines based in Lokeren, the heart of Belgium.
- Founded in 1995 by Luk Patyn.
- He was the inventor of decorated chocolate lollipops and first to launch them.
- In 1997 the brand Belfine was launched.
- Belfine lollipops are already available in specialty shops in more than 36 countries.

Our mission

Our mission is to **Make People Happy** and applies to everybody involved in the Belfine journey.

From the cocoa farmers to our employees, from the retailer to the consumer who enjoys our chocolate lollipops.



Let's Make People Happy!

Let's Talk About

CATEGORY
CREATION
IS THE NEW
GROWTH
STRATEGY

**Category
Creation**

be a
gamechanger
the world
has enough
followers

**Being a Game
Changer for
ON TOP
Business**



**Bringing
Added Value**



**Being The
Original
Reference of
Something
NEW**

Consumer Insights

MICRO DOSING HAPPINESS



whether consumers are

- **seeking comfort**
 - **finding moments to celebrate**
- or
- **looking for ways to escape the ordinary chocolate**

B

Belfine®

has a role to play in those occasions.

consumers are looking to **small daily moments of joy** to boost their wellbeing and Belfine can deliver these !

NEW PURCHASE DRIVERS



shoppers are paying more and more attention to **sustainability, ethics, eco-friendliness**



TRUST

more chocolate lovers want to make sure they can indulge their favorite treat **without harming the planet & its people**

they value **provenance** and **craftmanship** of chocolate, because it **communicates quality** they can trust !

67% of global consumers want to know more about where their chocolate comes from & what is in it

FANTASY IS ENGAGING KIDS



a kid's world is a pleasing mash-up of magic & reality



TAKING NEW FORMS

chocolate remains a top flavor in treating, so manufacturers and brands are taking **cocoa into new formats and categories** to meet this new demand

as a result, **chocolate categories continue to mutate and borders blur** while **snacking and gifting are going through a little revolution**

75% of global consumers want to try new and exciting chocolate experiences

PARENTS ARE CARETAKERS



health, ethics & safety of children is essential to parents



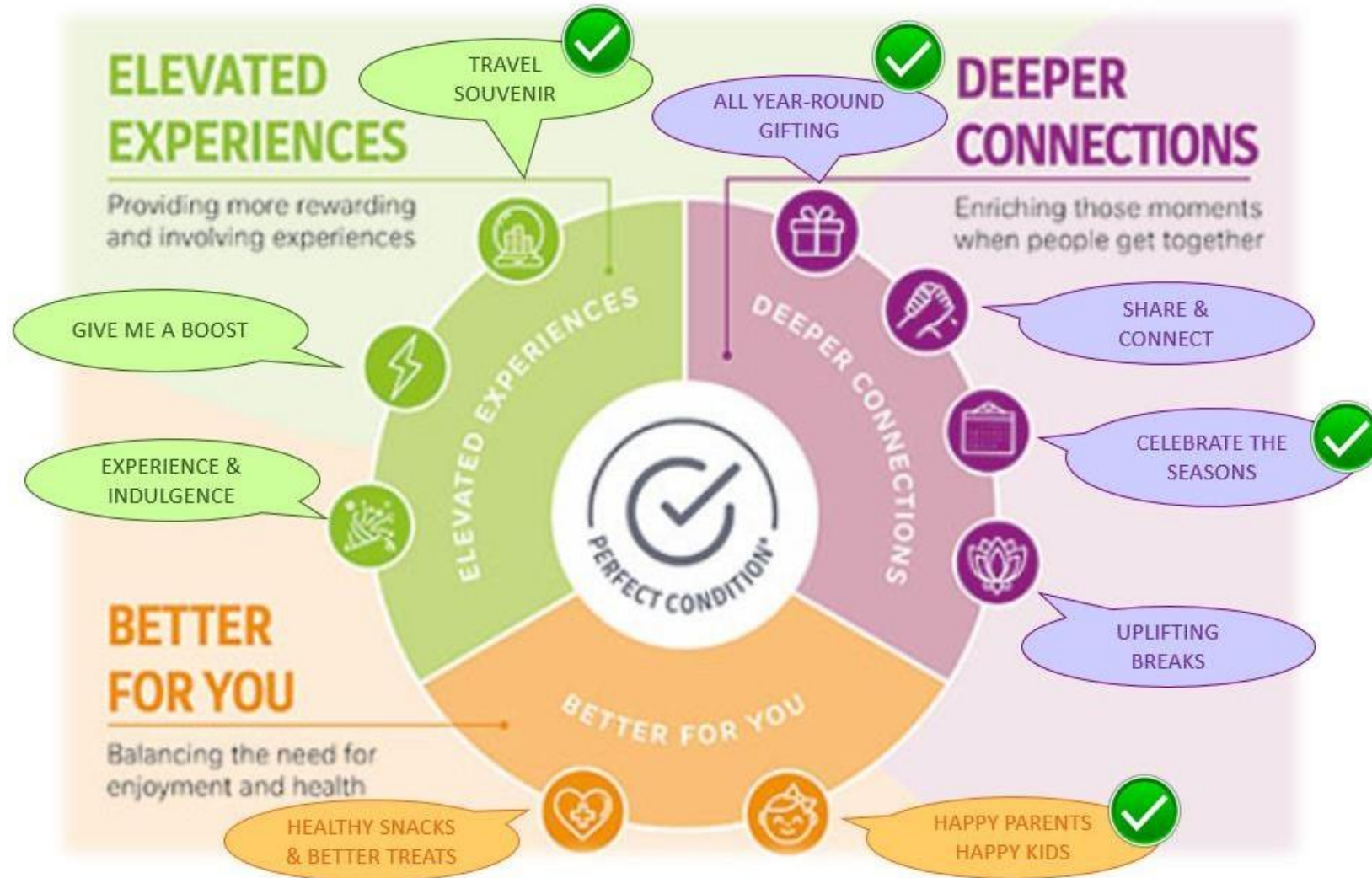
in the universe of sweet snacks there will always be room for **indulgence and guilty pleasure** ~~health, ethics & safety of~~

however we are doing this within a frame of **mindful snacking** and **portion control**

individually wrapped treats are helping consumers to manage their calories

Consumer Insights

9 Chocolate Category Drivers



Business Opportunity

**Develop a NEW Chocolate Category
with a Product Concept which meets the
indulgences of children and brings happiness &
magic in the life of children & parents
while delivering ON TOP added value in the
global category of chocolate products**





The original Belgian chocolate lollipops



*No Fairytale,
indeed!*



*Let's
Make
People
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Brand Values



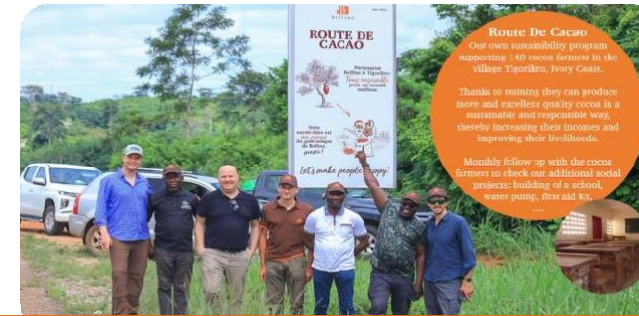
**THE 1ST AND ORIGINAL
CREATOR & INNOVATOR OF
CHOCOLATE LOLLIPOPS**



**DELICIOUS CHOCOLATE TREAT
MADE OF PREMIUM
BELGIAN CHOCOLATE IN BELGIUM**



**OFFERING SMALL
MOMENTS
OF HAPPINESS & FUN**



A BRAND WITH A PURPOSE

The Brand with a Purpose

- 1 **Sustainable packaging**
100% recyclable
- 2 **Sustainable sourcing thanks to**
Fairtrade cocoa
Route De Cacao

- 3 **Sustainable production**
Our goal is to halve emissions by 2030 (compared tot 2020) and become carbon neutral in 2050 in line with the Paris Agreement.

All is done by following the SDG's of the United Nations and Science based targets



The Brand with a Purpose



Route De Cacao

Our own sustainability program supporting 148 cocoa farmers in the village Tigorikro, Ivory Coast.

Thanks to training they can produce more and excellent quality cocoa in a sustainable and responsible way, thereby increasing their incomes and improving their livelihoods.

Monthly follow up with the cocoa farmers to check our additional social projects: building of a school, water pump, first aid kit,





Route De Cacao

In our post-harvest center located close to our cocoa farmers, expert fermenters monitor and improve the fermentation process. **This ensures a consistent superior taste, and more income for cocoa farmers.**

Training and premium pricing for cocoa farmers are part of our program but we are always looking for new ways to improve their lives. Belfine is constructing sanitary facilities and dry toilets at the school and is building health centers and offering drinkable water equipment.

Every month we check-up with a community head and two local families to see how our **social projects** are advancing.

As with other sustainability initiatives we use a mass balance approach.

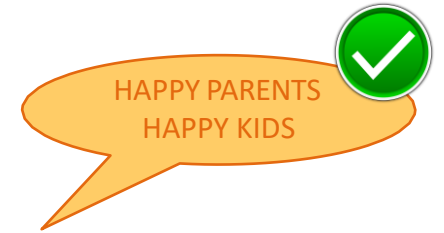




The Brand's Target Audience

Belfine lollipops appeal to the needs and desires of both
**children (range 3-12 years) and
parents/caretakers.**

Kids want it and (grand)parents make the
purchase





The Quality Brand



PREMIUM
QUALITY
BELGIAN
CHOCOLATE



Made
in Belgium



Designed
in Belgium



Fairtrade
Cocoa



only natural
colours



100% cocoa
butter



100% natural
vanilla



Minimum
32% cocoa

Superior quality cocoa
beans thanks to our own
sustainability program
Route De Cacao



INDIVIDUALLY WRAPPED
LOLLIPOPS AND
APPEALING DISPLAYS



Biodegradable paper
lollipop sticks



No dirty hands thanks
to the lollipop stick!



Transparent bag &
ingredient label is
100% mono-material
(PP), 100% recyclable



All cardboard is
FSC certified





Sustainable packaging



Transparent bag & ingredient label is 100% mono-material (PP) → 100% recyclable



In the near future the bag will be closed with a twist & seal instead of a clip



Biodegradable paper lollipop sticks

X 24



All cardboard is FSC certified



Sustainable packaging

PET 50 micron
window in 100%
mono-material



X 4



Biodegradable paper
lollipop sticks

Transparent flowpack is
100% mono-material
(PP) → 100% recyclable



**9 X 4-pack in
outer box**



All cardboard is
FSC certified



A wide assortment to choose from...



Chocolate lollipops

- A cute, fun & affordable gift that makes you smile
- Great as travel souvenir or special rewarding treat after a business trip
- A small treat for big moments



Shelf Life
15 Months
Storage < 25° C

Belfine All Year assortment singles

ALL YEAR-ROUND
GIFTING



Koala Bear Bali
Panda Bear Baru
Orang-utan Donald



Unicorn Imane
Dragon Elliot



Cow Lola
Sheep Lenny



Seastar Coral
Dolphin Flip
Seahorse Bubbly



Dinosaur
Roary & Remy



Belfine All Year assortment 4-pack

ALL YEAR-ROUND
GIFTING



NEW



X 4



X 4



CELEBRATE THE
SEASONS



Belfine Halloween assortment



Vampire Viggo



Pumpkin Penny



CELEBRATE THE
SEASONS



Belfine Winter assortment



Santa Claus with red cap



Snowman Frosty



CELEBRATE THE
SEASONS

Belfine Valentine assortment



Love Bear Arno

CELEBRATE THE
SEASONS



Belfine Spring assortment



Chick Samantha

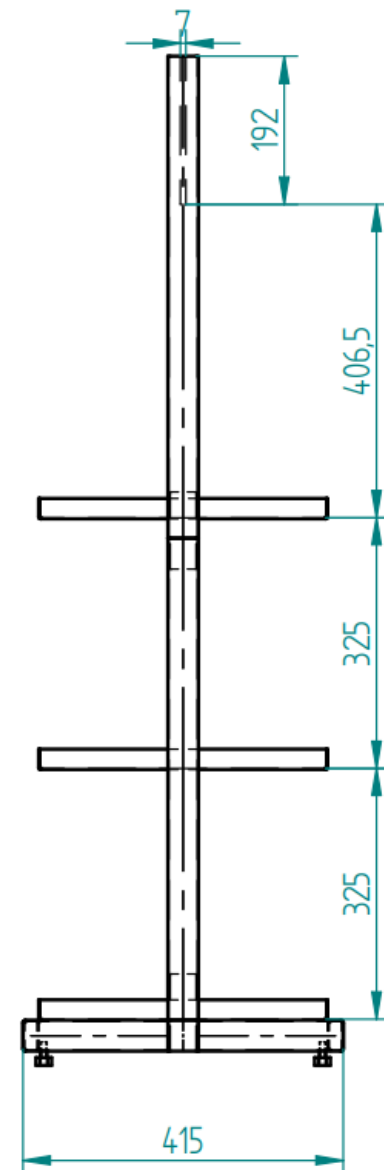
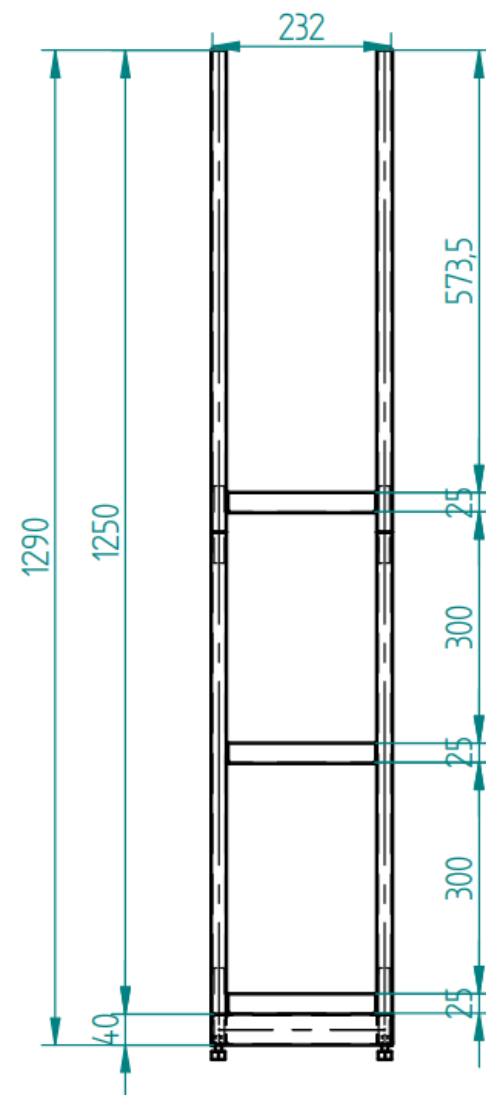


Bunny Binky





The Brand with Exposure **in-store**



Travel Retail Award for Belfine® in Confectionery & Fine Food 2022

TRAVEL
SOUVENIR



TRAVELLERS' EVALUATIONS ACCOUNT FOR 70% OF THE OVERALL SCORE

- **N=2.000 travellers**, interviewed using m1nd-set's unique online database of airport-recruited travellers.
- Fieldwork in July 2022
- Target group:
 - Nationals and Residents from **all continents**
 - Travelled internationally in the **last 6 months**
 - **Gender**: 55% Men / 45% Women
 - **Age**: 35% Millennials / 35% Middle-Aged / 30% Seniors

AsPac: N=800
Europe: N=600
N. America: N=200
S. America: N=200
Africa & M. East: N=200

BLOGGERS' EVALUATIONS ACCOUNT FOR 30% OF THE OVERALL SCORE

- A group of bloggers/vloggers with different backgrounds from around the world were invited to travel to a central location and spend two days for hands on experience of the products.

Travel Retail Award 2022



Chocolate & Confectionery - Chocdecor/Belfine BV -
Unicorn & Dragon Lollipops

MEAN PERCEPTION SCORES
On a scale from 1 to 10 (based on bloggers & travellers evaluation)

★ Category average



TRAVEL
SOUVENIR



B
Belfine® **NEW dinosaur lollipops:**
Finalist Global Travel Retail Awards 2023





Lollipops make you smile

Our decorated chocolate lollipops are passionately hand crafted by our in-house designer and model maker, baptised with a personal name and protected by copyright. Each lollipop is a unique piece of craftsmanship.

As we pay huge attention to developing cute, playful and meticulously crafted & decorated chocolate lollipops, it would be a shame to hide them.

It is this finish that puts the smile on people's faces and that's why we choose to work with transparent packaging material*.

We simply love the smile on children's faces!

* We try to limit the use of plastic as much as possible and are always looking for new and better sustainable alternatives.





Our Business is... Taking Care of Your Business



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