

PRESS RELEASE



BY APPOINTMENT TO THE ROYAL DANISH COURT

Anthon Berg

Since 1884

YOU CAN NEVER BE TOO GENEROUS



## VAMPING UP THE LIQUOR CABINET ANTHON BERG RELAUNCHES GIFTING ITEMS

### QUOTES:

*“Our liquor-filled chocolate bottle range has been a winning product for nearly a hundred years, and for the last 15 years we have been building on this success by developing a broad range of product lines within this concept. With the relaunch of our primary gifting items of Chocolate Liqueurs, Chocolate Cocktails and Chocolate Coffee Liqueurs, we are adjusting all the design parameters and creating products with even greater shelf impact for a stronger and sharper portfolio on display.”*

*André Haunsø Kampmann  
- Senior Brand Manager,  
Anthon Berg International*

**Anthon Berg is the original inventor of liquor-filled chocolate bottles and the undisputed global leader in the category. We continue to reinvent this success with new products, and we are now relaunching the giftiest products from our core product concepts with a sharp redesign to increase branding, product differentiation and shelf-visibility.**

### The Product with Nearly 100 Years of Success

Our world-renowned bottle-shaped chocolates are endorsed by some of the most famous original liquor brands globally. The chocolate bottles have no sugar crust inside for a superior taste and a smooth feel.

Chocolate Liqueurs are our bullseye product line and was launched in 1922. In 2004, the Chocolate Cocktails line was launched, and Chocolate Coffee Liqueurs joined in 2014. The 12 pcs boxes of the three lines are now being relaunched in a vamped-up version, and so is the 21 pcs Chocolate Liqueur Collection – a mix of the three concepts.



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## VAMPING UP THE LIQUOR CABINET

### QUOTES:

*"We are seeing every new product in our range of liquor-filled chocolate bottles placing itself right on top of sales, and we are confident that this sharp relaunch will secure increased focus and lift sales as well.*

*By vamping up the design, we are adding new and sharp features to the range, and we are expecting to see the impact by growing numbers of first purchase."*

*Henning Kalleisen  
– Export Director*

*All of the above can be attributed to Export Director  
– Henning Kalleisen*

Launch Date: March, 2020.

### Redesign with a Strong Shelf-Impact

Our visual strategy for this relaunch is a trinity of attracting attention, sparking curiosity and convincing consumers to buy. Our main tool to increase shelf-impact is the unique iconic front window. This allows the consumers to see that they are buying actual miniature bottle-shaped chocolates wrapped and labelled like real bottles. The bottles are now lined up - as on a shelf in a liquor cabinet, giving the boxes a more compact and filled impression rather than airy, because we have also resized the boxes to better suit the product range and differentiate it from the 21 pcs box in size.

The box is being relaunched as a slide sleeve rather than a lid box for a more premium feel and an experience of sliding open the bar cabinet.

We have added a quality seal showing an unwrapped bottle with liquor inside and stating 'The Original Chocolate Liqueurs – Since 1922'. This quickly develops the consumers' understanding of the concept and underlines Anthon Berg as the first and the world's leading brand within liquor-filled chocolates. USPs are also added on the front in hot foil, reading 'Premium dark chocolate' and 'Genuine spirits in liquid centers'.

### The Range

The range covers a number of sizes, price points and purchase situations from formal and informal gifting to sharing and self-indulgence.

### Chocolate Liqueurs, Chocolate Cocktails and Chocolate Coffee Liqueurs:

- 12 pcs Gift boxes (Relaunched)
- 16 pcs Compact travel tube
- 21 pcs Chocolate Liqueurs Collection with a mix of the three concepts (Relaunched)
- 24 pcs Dual pack in a gold sleeve containing a 12 pcs Chocolate Liqueurs and a 12 pcs Chocolate Cocktails gift box (Relaunched)



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