



Company Facts

- most sold chocolate in Germany after Milka
- brand of chocolate for the Alfred Ritter GmbH & Co. KG
- founded 1912 in Bad Canstatt
- headquartered in Waldenbuch Germany
- square tablet form as known today introduced 1932
- owned in 3rd generation by family Ritter
- aprox. 900 employees



Ecological / Ethical

- very high reputation at Waldenbuch
- has own CHP plant
- does not buy nuclear power
- solar panels on the roof
- commendable terms for employees

BUT...



