

Visit Report

Account

SchokoWelt GmbH Hauptstraße 17/ 56942 Bern/CH	Account ID 50000762185 Last Visit 10.Sept.2020
SBU Chocolate bars	Customer segment A2
Payment terms 30 days after date of invoice, net	

Date	20. Mar. 2025
Location	Bern (CH)
Subject	Chocolate Supplier Summit 2025
Owner	Fritz Peters
Attendees	<ul style="list-style-type: none"> - Fritz Peters (PR.CHOC) - Jana Glockenbach (Einkaufsabteilung; Abteilungsleiter) - Luis Blauer (PR.CHOC)

Visit type	Business Initiation
Agenda	<p>Dear attendees,</p> <p>Please find below the agenda for our planned Supplier Conference next week in Bern, on March 20th.</p>

Result

BestChocolate is a very good and reliable partner for SchokoWelt because of its strong delivery performance and quality. Market growth will continue to have a positive impact. The potential for new business needs to be discussed with the US colleagues. Business growth secured through a high delivery share for Barr.

Executive Summary

Supplier Day for Europe Focus (400 participants) with personal exchange with Mr. House and a factory tour in Barr.

Report

BUSINESS SITUATION OF THE CUSTOMER AND GENERAL INFORMATION

SchokoWelt has seen strong growth in all its business areas in recent months. While the dark chocolate sector is showing a decline, revenue and orders in the milk chocolate sector (milk, white, nut) have increased significantly. These are important markets for BestChocolate.

In the white chocolate sector, the focus is on small units, which are used, for example, as exclusive bars for upscale occasions. The strong demand is mainly driven by the high need for premium chocolate and efforts to quickly reduce sugar content (switching to sugar-free options, also in Asia)

SchokoWelt is fully booked until 2027. Orders can only be managed now through cooperation with former competitors.

MARKET ENVIRONMENT OF THE CUSTOMER

Because of the strong utilization and the global forecast for chocolate demand, SchokoWelt organized a Supplier Day to ensure the capacity of its suppliers. Global chocolate demand is expected to quintuple over the next 15 years. With the effect of health trends, chocolate demand is likely to rise even further. According to SchokoWelt, 750 million people currently live without access to high quality chocolate. The greatest demand for chocolate is in milk chocolate (800 million units), followed by dark chocolate (400 million units) and white chocolate (350 million units). Nut chocolate (60 million units) is expected to triple by 2050.

The key focus of the Supplier Day is SQDC (Safety; Quality; Delivery; Cost).

DEMAND, GB ´s SHARE OF DEMAND, COMPETITION

BestChocolate is the main supplier of bars (dark and milk bars).

Competitors for SchokoWelt are currently seen more as partners to handle the booming market demand. To convert SchokoWelts growth numbers into tons for BestChocolate, a forecast is being made based on tonnage. For the current business year, with the current order pipeline, a sales increase of +20% is expected.

POTENTIAL FOR FURTHER BUSINESS / NEW PROJECTS

We will receive a new forecast from SchokoWelt broken down to the material level.

ToDo - US:

Contact with SchokoWelt Location Brooklyn, NY (U.S.) -> Contact details to follow
D7 bars is a chocolate supplier for Brooklyn, NY (U.S.) -> Contact known?

CURRENT TOPICS

On-time and error-free deliveries are crucial to meet the schedule of all projects.
The currently increasing order intake (Q1 +40%) will only be reflected in SchokoWelts order planning in 2026. A forecast has been requested.

FURTHER TOPICS / CUSTOMER SATISFACTION

Our materials are packed and delivered in wooden boxes provided by SchokoWelt. We need to ensure that there is enough lead time for the delivery of empty boxes. For repeat orders, the boxes could be optimized for current demand.

Market / Business Trends

Survey Name	Question	Answer
Customer satisfaction	QUALITY OF OUR PRODUCTS	Very good
	DELIVERY RELIABILITY	Very good
	SERVICE	Very good

Attachment

Alternative Title	Document Type
Delivering. JPG	Standardanlage
Produktionsstandorte.JPG	Standardanlage
SchokoWelt Sprecher.JPG	Standardanlage
Bars_Overview.JPG	Standardanlage
Visit Report – Schoko Welt GmbH.pdf	Zusammenfassung

Demands

Division	Product Grp	Product	Type	Qty	BestChocolate
PR.CHOC	Bars	Chocolate bars	milk	120.000 kg	100%
PR.CHOC	Bars	Chocolate bars	dark	40.000 kg	87,50%