

Press information

'Milk' chocolate without dairy? New Chocolate Summit addresses the emerging trends shaping the future

As many as 80% of chocolate consumers globally would like to try non-dairy 'milk' chocolate. 31% consider a 'high protein' claim to be important when buying chocolate, and 40% admit that they eat sweet chocolate & nut spreads with a spoon – straight from the jar.

These are just a few of the findings gathered by AAK in a recent survey of chocolate consumers in 12 countries¹, underlining how the company is able to deliver the very latest consumer insights to support customers with product development. AAK will showcase this expertise – and more – at the new **Chocolate Summit**, which takes place in London on September 5-6, 2019.

The event will be highly interactive, with an opportunity for attendees to take part in a 'Chocolate Safari' on the streets of London, visiting independent boutiques, larger businesses, department stores, and restaurants. There will be creative roundtable discussions and a chance to taste the newest innovations in chocolate, developed to align with the latest emerging trends, including formulations that are high protein, plant-based/vegan, and very low in sugar.

The Chocolate Summit is targeting B2C brand and marketing professionals from the chocolate industry all over the world, who can register to attend at aak.com/chocolatesummit/register-today. Sessions will focus on topics such as brand strategy, overcoming barriers for growth, consumer drivers and online experiential marketing. Several inspiring speakers are lined up, including:

- Joost Lindeman, Global Brand Director for Barry Callebaut
- Simon Black, Chief Strategy Officer at Design Bridge
- Christopher Slim, Chairman of N!CK's
- Metin Salih, International artist and illustrator
- Johan Westman, President and CEO of AAK Group

The Chocolate Summit will be facilitated by Peter Wennström, President of The Healthy Marketing Team. He said: "This event will be an excellent opportunity to understand the motivations of today's chocolate consumers. How is greater interest in raw material sourcing practices affecting purchasing decisions? In what way is concern about sugar impacting on how people shop the chocolate category? We'll be taking a deep dive into these issues, and more, with an emphasis on delivering frontline insights to delegates that will give them an edge in a fiercely competitive market."

Marco Oomen, AAK's Global Business Director for Chocolate & Confectionery Fats, added: "The results from AAK's latest consumer research give the chocolate industry a lot to think about by highlighting the beliefs and behaviors that are re-shaping the industry. Our Chocolate Summit in London will bring together marketing and brand experts from across the chocolate supply chain to explore how we can interpret these emerging trends, and others, to create products aligned with the needs and preferences of modern consumers."

AAK is one of the world's leading suppliers of oils and fats to the chocolate industry, with Chocolate and Confectionery Innovation Centers located globally. With a focus on 'co-development', AAK is committed to working closely with its customers to create products that consumers will want to buy time and time again.

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¹ Research conducted for AAK by Lindberg, 2018-2019. 3,000 male and female consumers aged 18-70 surveyed online in USA, Mexico, Brazil, Turkey, Germany, Russia, China, Japan, India, Indonesia, UK, and Poland. Respondents were chocolate consumers, defined as people who eat chocolate more than twice a month.



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*AAK is a leading provider of value-adding vegetable oils & fats. Our expertise in lipid technology within foods and special nutrition applications, our wide range of raw materials and our broad process capabilities enable us to develop innovative and value-adding solutions across many industries – Chocolate & Confectionery, Bakery, Dairy, Special Nutrition, Foodservice, Personal Care, and more. AAK's proven expertise is based on more than 140 years of experience within oils & fats. Our unique co-development approach brings our customers' skills and know-how together with our own capabilities and mindset for lasting results. Listed on Nasdaq Stockholm and with our headquarters in Malmö, Sweden, AAK has 20 different production facilities, sales offices in more than 25 countries and more than 3,700 employees. **We are AAK – The Co-Development Company.***