



The past, the  
present & the  
future: chocolate  
production of  
Szerencs

[www.szerencsibonbon.hu](http://www.szerencsibonbon.hu)



1923 1996 2018 2023



# LOCATION

- Szerencs, North-East of Hungary
- 208 km from the capital city (Budapest)





# HISTORY – the past

- In 1923 Szerencs is the „SWEET TOWN”
- The factory had workers over 2.800, 30.000 tons/year capacity and 250 types of products.
- In 1991 Nestlé has bought the factory
- In 1996 Szerencsi Bonbon Ltd. has been established



# COMPANY – the present

- Established in 1996 – Hungarian family ownership
- 2018 Szerencsi Bonbon got back its historical heritage from Nestlé: the only official chocolate manufacturer of Szerencs is Szerencsi Bonbon
- Widest assortment in Hungary
- 150 employees
- Over 300 types of products
- Producing area 21.000 m<sup>2</sup>
- Capacity over 10.000 tons/year
- Producing quantity is 1.600 tons/year





# PRODUCTS

- Hand made Fine pralines
- Cherry in cognac
- Filled and non-filled chocolate bars
- Chocolate and sugar dragees
- Hollow figures & seasonal items
- Candies and toffees
- Health-minded products (with sweeteners, no added sugar)
- Industrial (B2B) semi-products
  - compound mass
  - hazelnut cream
  - caramel solution
- Private label (PL) products of selected chains are also available



# PARTNERING

Hungarian (domestic) market

- International retailers @ the market (Auchan, SPAR, TESCO, METRO)
- Discounters (Lidl, Penny)
- Domestic chains (Coop, Real, CBA)
- B2B partners (including Friesland Campina)

Export markets (1-2 partners / country)

- North-America (USA & Canada)
- South-America (Brazil)
- Europe (Romania, Slovakia, Austria, Germany, Switzerland)





# Quality & development – the future

- Preserve the traditional products
- Follow the actual trends in nutrition  
(health-minded sweets)
- Keeping workplaces
- Quality production (Nomen est omen)
- Developing tourism & new items
- Motto: 'Tradition and quality'







Thank You for  
Your attention!



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