



Natra presents their latest innovations at the 2017 ISM trade fair

- The ISM trade fair is the most significant international gathering in the confectionary industry.
- The Spanish multinational company is following the market's trends in its product innovations: *convenience* for the countlines category, *sustainability* for spreads, and *Premium* for the Belgian specialities.

Madrid, February 10, 2017 - Natra, the multinational company dedicated to production of chocolate and cocoa-derivative products, was present at the ISM trade fair between the 29th of January and the 1st of February in Cologne (Germany). The ISM is the largest international trade fair for confectionary products and this, the 74th event, brought together 1648 exhibitors from 68 countries.

Valentín Hernandez-Palacián, Natra's communications manager, remarked that *'for us, this trade fair represents a launch pad for the new year, where we can take the sector's pulse. As in other years, we have brought several of our innovations geared towards the market's new trends to this event and the response has been very positive, we are very happy.'*

Organic products

One of Natra's values is sustainability, something that can be applied to the development of new products. Consumers are paying increasingly more attention to the origin and quality of the ingredients, we are better informed nowadays and socially more responsible.

In order to meet this food trend, Natra is putting forward a line of organic creamy spread in three flavours: hazelnut, milk chocolate, and dark chocolate.

Convenience

Natra puts its consumer's requirements at the centre of all their new products, as they look for an end product ready to be eaten in convenient and portable packaging.

This is why Natra brought its traditional small bars in a new packaging to the trade fair: boxes of ten units of individually wrapped bars. A product that is easy to carry and perfect for sharing. In 2017 you will find Caramel Smooth, Hurry'up, and Peanut Tasty in this format.

Premium

Natra's Belgian specialities stand out because of their Premium categorisation. The Malle plant continues to innovate different packaging formats and new flavours: truffles with a coconut flavour with biscuit pieces, caramel...



There is no doubt, however, that the product that garnered most attention from visitors to Natra's stand were the spheres with a pearly finish. This product is produced in Natra Jacali, another production plant that Natra has sited in Belgium. This product is presented in a triangular box with 15 pieces of assorted truffle with this velvety finish. '*A pleasure for the eyes and the palate*', as one of the trade fair's visitors remarked.

Industrial product

Natra's industrial product plant located in Valencia has also put forward innovations in many of the product families in which it specialises. Visitors to the stand were able to get to know the Origin Cocoa Pastes, selected because of their carefully defined organoleptic profiles, which give the chocolate notes of flavour and scents in line with emerging trends in many similar products. In this way, Natra can count on the industrial produce to respond to new niches created by more demanding customers who have expectations of new and distinctive products.

About Natra

Natra is a multinational company which originated in Spain which manufactures chocolate and products derived from cocoa. The company has more than 1100 employees around the world and six specialised centres of production in Spain, Belgium, France, and Canada.

Natra has two type of products: consumer products (countlines, Belgian specialties, tablets, and spreads) and industrial products (cocoa derivatives, mainly cocoa powder and butter, and industrial chocolate for food industry).

Contact for more information:

ATREVIA - Ainara Beato

Tel: 944 132 068 – 678 441 773

abeato@atrevia.com