



Natra will present its new convenience and premium products at ISM

Natra's new launchings respond to the latest consumer trends, with healthier products containing less sugar and no palm oil

Madrid, xx January 2018. At ISM this year, Natra, a multinational producer of chocolate and cocoa products, will present, among others, the new convenience and premium products that it plans to launch on the market in 2018. ISM, the world's leading trade fair for sweets and snacks, will be held in Cologne (Germany) on 28-31 January with over 1,600 exhibitors from 60 countries.

Natra will have a stand of over 170 m² at ISM, which will be a meeting point for its contacts and customers. This year, Natra will present its new lines of innovation, along with the products and formats that the company plans to put on the market during 2018.

These novelties respond to the latest consumer trends: convenience and on-the-go products, ready to eat, practical and convenient; healthy, sustainable products with less sugar, no palm oil, a high nut content and organic; and premium products, in terms of both recipes and packaging, targeting gourmet consumers with more discerning palates.

ISM is considered to be the most important business and communication platform in the confectionery sector, so it is a key event for Natra, which has been participating for over 30 years. Last year, the trade fair achieved record attendance, with more than 38,000 visitors from 140 countries.

About Natra

Founded in Valencia in 1943, Natra is a multinational producer of chocolate and cocoa products. The company has over 950 employees worldwide and 6 specialised production plants in Spain, Belgium, France and Canada.

Natra has a consumer product division, which produces countlines, chocolates and Belgian truffles, tablets and spreads; and an industrial division that supplies cocoa-derived products (especially powder, cocoa butter and couverture) for other international food industries. The company has been quoted on the Madrid stock exchange since 1991.