

No  
Added  
Sugar

# The New Stella “No Added Sugar” Line

## The Chocolat Stella “No Added Sugar” line has been re-defined.

- **A new range:** New recipes, all sweetened with Maltitol only and no use of high-intensity sweeteners, adapted to the needs of modern society.
  - **A touch of modernity:** An attractive and modern new design with clear descriptions of the various products and colour coding for efficient item definition.
  - **A “health-conscious” range:** All recipes are rich in fibre, gluten free and soy free, in response to consumer demands.
  - **A visual experience:** Luxury carton board printed with gold foil, gloss varnishes and embossing for the highest quality perception.
  - **Swiss quality guarantee:** The careful selection of ingredients and the competence of our chocolatiers lie at the heart of our steadfast commitment to the reputation of Swiss quality that our customers are proud of.
  - **Full legal compliance:** Claims and declarations have been newly defined to conform with the latest European and international guidelines on food declarations.
- **A sustainability guarantee:** By buying UTZ certified cocoa, Chocolat Stella supports sustainable cocoa farming. UTZ certified farmers implement better farming practices with respect for people and planet. [www.utzcertified.org](http://www.utzcertified.org). The bars are CO<sub>2</sub> neutralised through [www.myclimate.ch](http://www.myclimate.ch). The use of FSC® certified paper supports responsible forest management. [www.fsc.org](http://www.fsc.org)



- **A flexible packaging solution:** To cope with the needs of different countries, we use packaging with an unprinted reverse side that enables us to overprint this with the necessary texts in the country-specific language. Your advantages: texts in the local language and adherence to the country's legal requirements.
- **A special recipe for your market?** Should you have problems with some of the ingredients in our recipes, then we shall be pleased to investigate alternatives for you to allow our products to conform fully to your needs and regulations.
- **A private label opportunity:** As a private label specialist, we have the necessary expertise and tools to work with you on specific projects for products under