

HARIBO

Kids and grown-ups love it so...the happy world of Haribo!

“100 Years of Haribo, from a home kitchen to a global market leader”



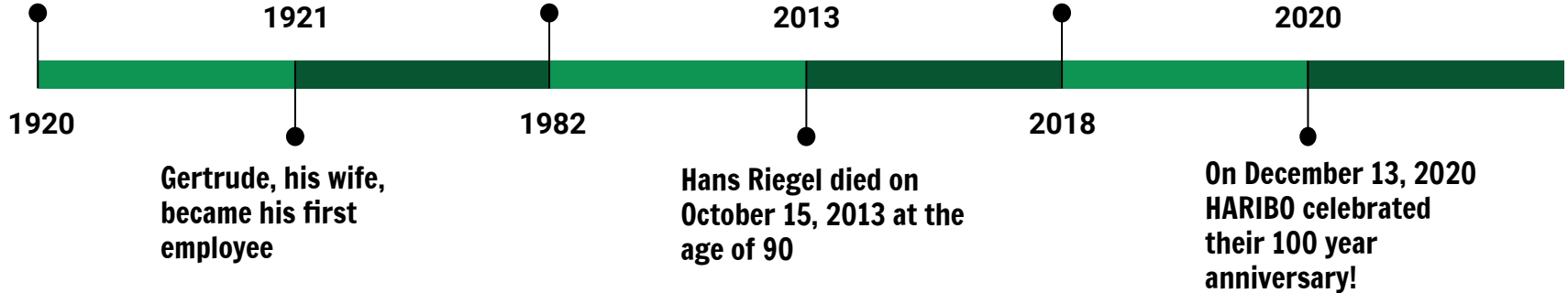
Hans Riegel, born near Bonn, Germany in 1893, founded HARIBO (Hans Riegel Bonn) on December 13th, 1920.



HARIBO built their 1st office in the US



HARIBO became America's #1 gummy!



Production

Every HARIBO gummy is made with great attention to detail. It all begins with a creative thought and a hand drawn sketch. From this sketch, a 3D plaster prototype is created through a high-tech milling machine. Once the new shape is finalized, over 100 stamps are created for production

The Figures

To create a HARIBO gummy starts with a powder box filled with corn starch. The bear figure stamps are then imprinted into the corn starch. As the molds go down the conveyor belt, a nozzle fills the impression with liquid fruit gummy. They are then sent off to the drying room to solidify. Finally, the gummy bears are finished off with a glossy shine.

Special shapes

The production process for extruder products such as, HARIBO Z!NG Sour Streamers or HARIBO Z!NG Sour S'ghetti, is somewhat different. These other shapes are created by a high-pressure nozzle that presses the liquid gummi into the desired shape





www.youtube.com/embed/H-kLmdwwTlo



HARIBO Offers over twenty-seven different gummy candy products.

All of which feature different shapes and flavors ranging from dinosaur's and cherries, to worms and cola bottles.

The Happy World of HARIBO Irresistible joy that's fun to share.

Goldbears are HARIBO's most popular product offering.

The iconic gold packaging is a staple for the brand, and has helped the brand establish a distinct identity. The Goldbears were one of the first candies offered by the brand in 1922. The original Goldbears come in flavors ranging from pineapple, strawberry, raspberry, lime, and orange. Each of which are adorned in vibrant color.

The annual production of Goldbears could wrap around the world ten times, if lined up in a row!





In 2021 HARIBO announced a collaboration with PUMA for their 100th anniversary. The collection featured footwear and apparel inspired by the classic HARIBO Goldbears and the original packaging. HARIBO's brand aesthetic was infused with classic PUMA silhouettes. The collection was playful, and colorful.

PUMA x HARIBO FOOTWEAR:

- PUMA x HARIBO CA Pro: This classic PUMA style comes in a white leather upper with a gold heel overlay and piping.
- PUMA x HARIBO Street Rider: Inspired by HARIBO's Happy Cherries, the Street Rider comes in a bright red and green design.
- PUMA x HARIBO Suede: Comes in three bright colorways; red, green and yellow. With a translucent sole with a graphic Goldbears print.

PUMA x HARIBO APPAREL:

- Graphic tees and shorts with PUMA and HARIBO co-branding, Goldbears, and gold accents.
- HARIBO Goldbears hangtags and branding.

Ethics

The HARIBO Group requires that their vendors ensure that raw materials are produced with **respect for international standards**.

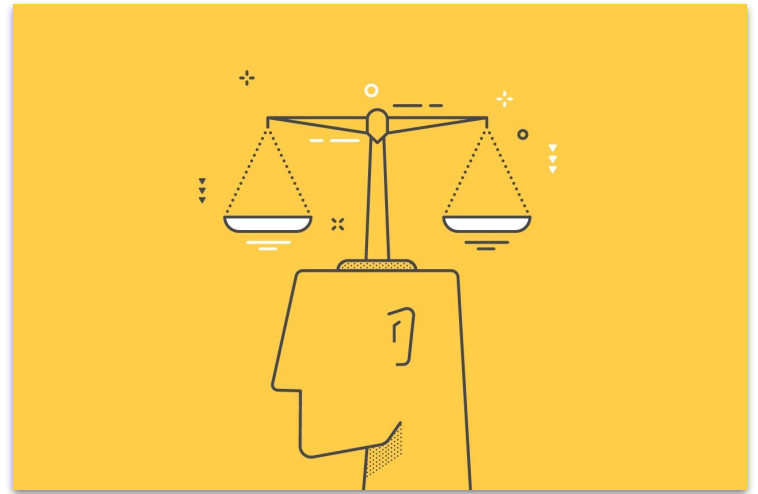
They focus on **avoiding any form of bribery, corruption, forced labor and child labor**. HARIBO requires that all vendors of raw material need to sign a declaration to declare that these demands are met

Human Rights

The company pays for a private health insurance for all employees.

HARIBO in Denmark provides a **safe and healthy working environment** for all employees. This includes healthy meals, help with addiction, and sports grants.

Reducing work-related accidents has a particularly high priority. Most importantly, however, is the focus on preventing accidents

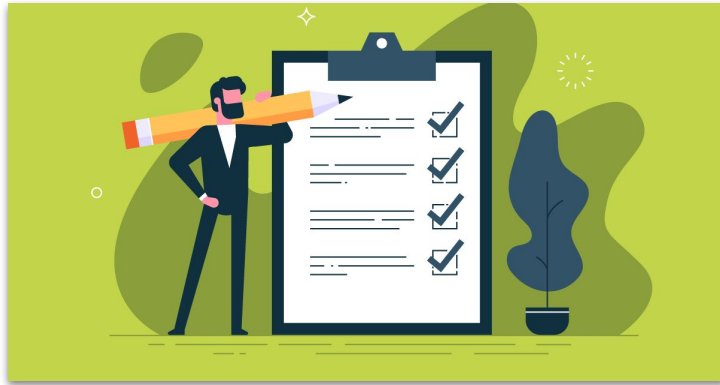


Environmental and Climate Responsibility

HARIBO Group is fully focused on reducing the company's energy consumption. This is done by investing in more energy-efficient technology.

The company will also focus on changing the attitude among its employees so as to avoid unnecessary consumption of energy.

Also handling of waste is a company focus, and waste is sorted as an integrated part of the work in order to reduce the environmental and climate effects of production



Employee Responsibility

HARIBO is a member of the Confederation of Danish Industry. This means that the company treats its employees in accordance with current legislation. HARIBO also participates in local board work for the Confederation of Danish Industry where education of young people and contributions to this has very high priority.

In 2018 HARIBO initiated a program in the South of Zealand to educate students on becoming an Industrial Technician. This program is now permanently held at the Business School CELF.

HARIBO has a representative in the Regional Labor Market Council which carries out a wide range of labor related tasks.

HARIBO is also represented in the Danish committee "Arbejdets organiser og Industrioperatøruddannelsen (LLU)" which provides vocational education to young working people

HARIBO supports employees work-life balance.

Our stakeholders



HARIBO Corporate Responsibility, HARIBO Wesentlichkeit (2018)

HARIBO is involved in a number of initiatives in an effort to help shape sustainable solutions for key issues

- The Initiative for Responsible Carnauba (IRC)
- **Enactus**, the global network of universities, students and company partners for sustainable development
- The multi-sector European Plastics Pact initiative (HARIBO UK)

Consumers - responsible quality for all

HARIBO supports consumer demands with a core range of products by providing high-quality vegetarian or low-sugar sweets for those looking to avoid certain ingredients for religious reasons. For them, it is vital that their consumers can continue to rely on HARIBO's high-quality and responsibly produced sweets in the future.

Involvement and dialogue

HARIBO conducts regular surveys, tests and market research to find out about consumer wishes and requirements. Plus, they also keep in contact through their Consumer Service page and social networks.

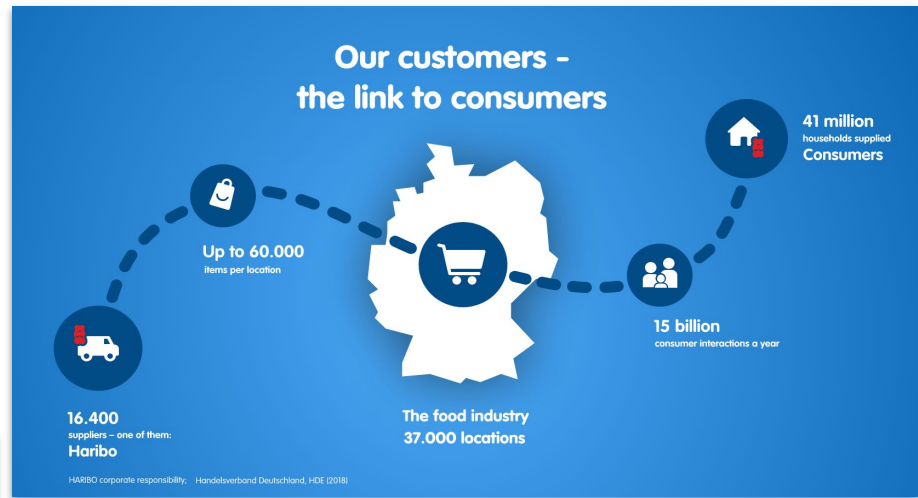
Trust - constantly renewed

The international 'Most Trusted Brands' survey awarded HARIBO **first place** in the 'Confectionery' category in Germany once again in 2020 – for the 19th time in a row.

Customers

Our customers are a key part of the HARIBO process chain. They form the link between us and our consumers. And sustainable responsibility is becoming an increasingly important factor for them.

In 2015 we made the decision to have our production sites audited in accordance with the internationally recognised SMETA standard for sustainable and ethical business practices.



Haribo marketing principles – advertising does not target children under the age of twelve



Marketing - with our good name

HARIBO products are treats rather than staple foods. First and foremost, this means that they should be enjoyed in moderation. HARIBO introduced clear rules for marketing in 2016.

Our marketing is traditionally aimed at adults. This voluntary commitment extends across all aspects of HARIBO's product marketing.



Direct Competitors


- Nestle
- Hersheys
- Mars/Wrigley
- Jelly belly

Similar Competitors

- Kraft
- General Mills
- Ferrero
- Mondelez

Indirect Competitors

- Colgate
- Pepto
- Crest
- Listerine

		10+ Candy Based Products	Brands Outside of Candy	Product Offerings & Brands
1	HARIBO	×		GUMMY and SOUR CANDIES <ul style="list-style-type: none"> Gummy Bears, Dinosaurs, Worms Sour Peaches, Watermelons, S'ghetti
2	NESTLE	×	✓	<ul style="list-style-type: none"> FOOD - Cheerios, Hot Pockets, Haagen Daz PET CARE - Purina, Beneful CANDY - KitKat, Smarties, Crunch, Laffy Taffy DRINKS - Perrier, S. Pellegrino, Nestea
3	HERSHEY	×		CANDY <ul style="list-style-type: none"> Almond Joy, Bubble Yum, Ice Breakers, Jolly Rancher, KitKat, Milk Duds, Rolo, Reese's, Twizzler, York, Kisses, Brookside
4	MARS/WRIGLEY	×	✓	WRIGLEY - M&M, Snickers, Twix, Orbit, Extra, Skittles, Starburst PET CARE - IAMS, Whiskas, Pedigree FOOD - Ben's Original, Dolmio, Tasty Bite
5	JELLY BELLY 	×		JELLY BEANS CHOCOLATE and CONFECTIONS <ul style="list-style-type: none"> Candy Corn, Gummy Bears, Licorice

		Ethical Production, Labor, and Manufacturing Practices	Sustainable and Environmentally Conscious	Community Outreach	Vegetarian Friendly
1	HARIBO			×	✓
2	NESTLE		✓	×	✓
3	HERSHEY		✓	×	✓
4	MARS/WRIGLEY	×	✓	×	
5	JELLY BELLY ★	×		×	✓



STRENGTHS

- Manufactures and produces a wide range of confectionary gummy treats.
- **Advertising beyond children - target market is 12+**
- Invests in energy-efficient technology.
- **Sorts waste to aid in reducing the environmental and climate effects of production**
- Vendors produce raw materials with respect to international standards.
- **Avoid any form of bribery, corruption, forced labor and child labor.**
- Pays for private health insurance for all employees.



WEAKNESSES

- **Lack of diverse product offerings; only offering gummy candies.**
- Fail to introduce various brand identities and collaborations.



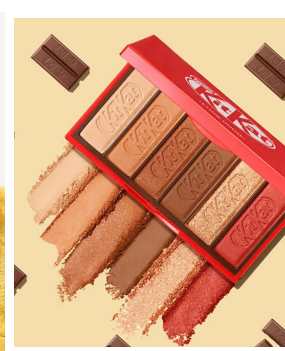
OPPORTUNITIES

- **Dietary conscious products. Ex: Sugar free, gluten free, vegan.**
- **Social media marketing, and public relations.**
- **Extend product offerings through collaboration into varied markets such as apparel, home, and beauty.**



THREATS

- Competitors wide range of brands and products.
- **Commercial prominence of competitive brands.**
- **Wide target market.**



COMPETITOR COLLABORATIONS

General Mills x Champion, Snickers x Sketchers, M&M x Champion, Reese's x HIPDOT, KitKat x Etude House, Starburst x Erin Robertson, Warheads x FLAN, Nike x Jolly Rancher, Hershey's x Coco & Breezy

The Advantageous Animal Rights Activist



"Not responding is a response - we are equally responsible for what we don't do."

Demographics

Age: 30 years old
Location: Stockholm, Sweden
Job: Stay-at-home mom
Family: Mother of Two
Education: Bachelor's Degree

Behavioral Identifiers

Goals: To start a not-for-profit for animal rights
Hobbies: Running, knitting, reading
Favorite candy: Ferrero Rocher
Food habits: Vegetarian
Social media: Facebook and Instagram
Likes: Animals, literature, Great British Bake Off
Pain Points: Lack of vegetarian options



The Youthful Lifestyle Influencer



"You just have to be authentic. You can't fake a smile. You have to do what you actually enjoy"

Demographics

Age: 15 years old
Location: New York, NY
Job: Influencer
Family: Daughter and sister
Education: High school

Behavioral Identifiers

Goals: Survive high school
Hobbies: Shopping, fitness, soccer, hanging out with friends
Favorite candy: Snickers
Social media: Instagram and Tiktok
Likes: Art, fashion, beauty, Netflix
Pain Points: Lack of innovative brand collaborations, and sponsorship





Gains

Pains

Functional

Wanting sugar free options.

Haribo sugar free gummies induce diarrhea, and impact digestive health.

Emotional

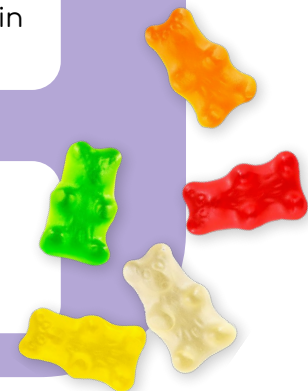
Need for diversified vegan candy options.

Finding out that beeswax is used in gummies making it unsuitable for a vegan diet and sugar processed in the US is not always vegan.

Social

Collaboration with animal rights groups and other not-for-profits.

Utilizing animal by products to produce gelatin in the majority of gummy treats.





Gains

Pains

Functional

Wanting to promote Haribo candy, and influence others to enjoy the confectionery treat.

Haribo doesn't utilize prominent social media channels for promotion, or engage in influencer sponsorship.

Emotional


Desire to represent the Haribo candy brand.

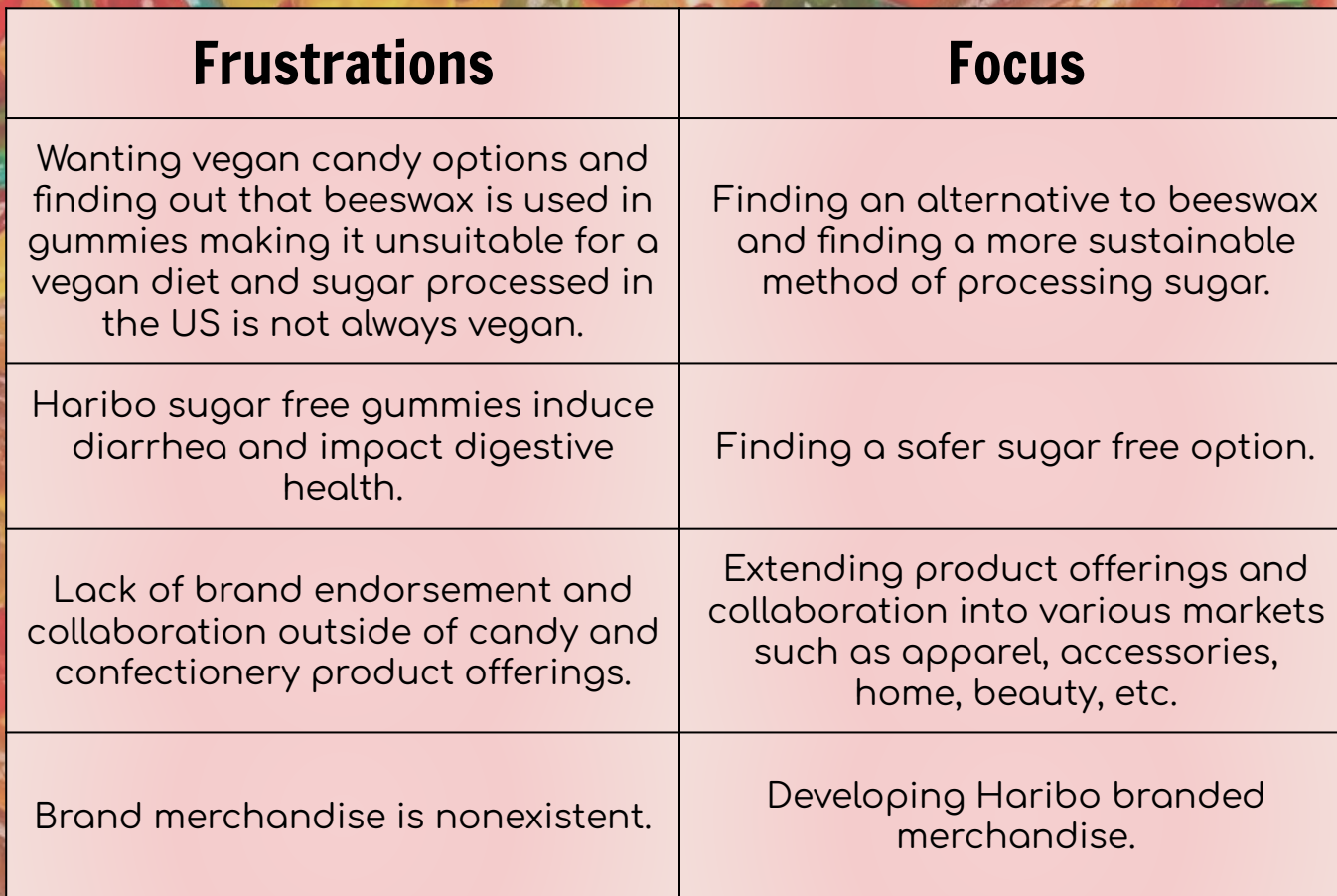
Haribo does not sell personally branded merchandise.

Social


Collaboration with a well-known fashion brand or celebrity.

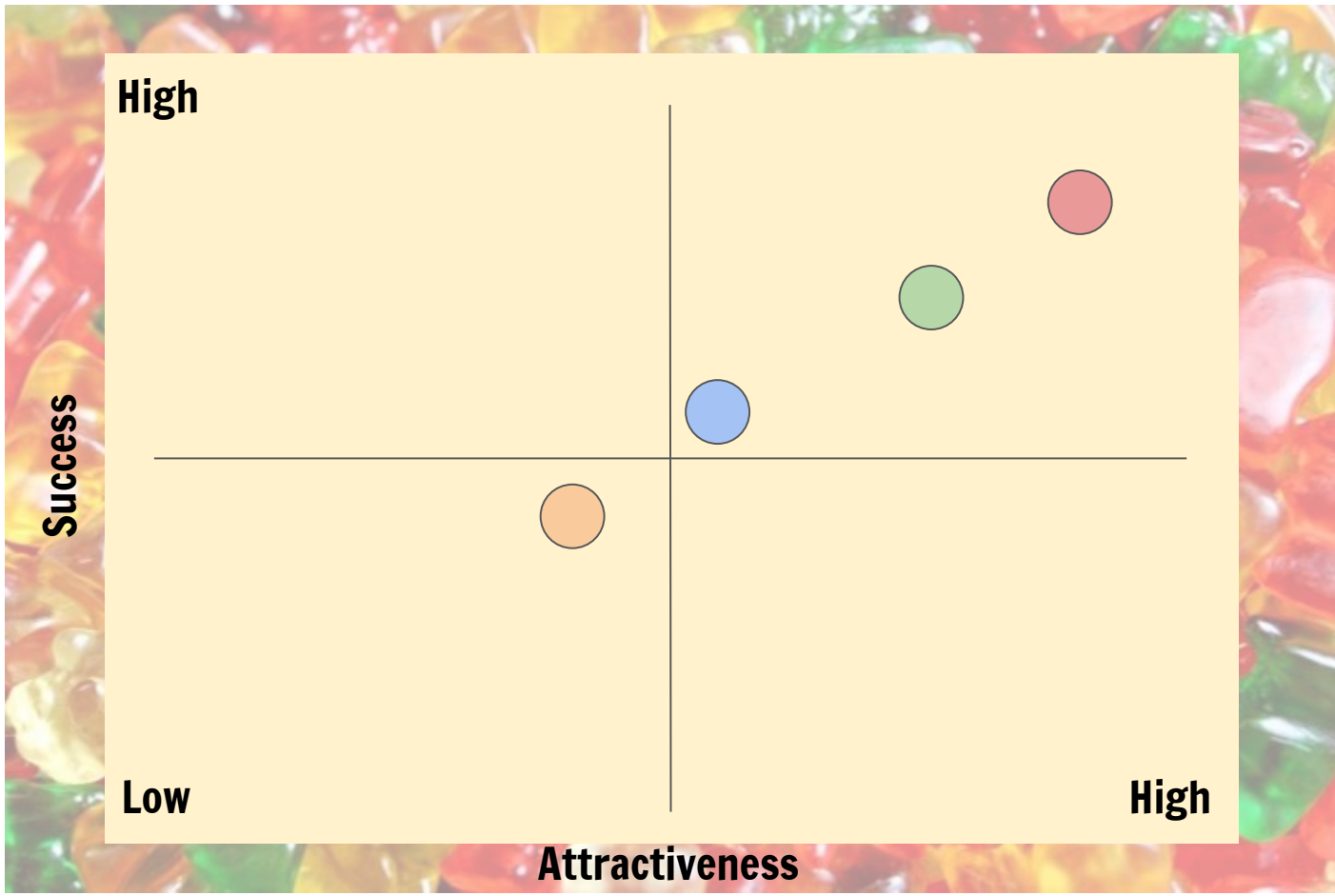
Haribo strictly caters to the candy and confectionery markets - with very few and limited collaborations.





Frustrations	Focus
Wanting vegan candy options and finding out that beeswax is used in gummies making it unsuitable for a vegan diet and sugar processed in the US is not always vegan.	Finding an alternative to beeswax and finding a more sustainable method of processing sugar.
Haribo sugar free gummies induce diarrhea and impact digestive health.	Finding a safer sugar free option.
Lack of brand endorsement and collaboration outside of candy and confectionery product offerings.	Extending product offerings and collaboration into various markets such as apparel, accessories, home, beauty, etc.
Brand merchandise is nonexistent.	Developing Haribo branded merchandise.

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1. How might we introduce a merchandise line so that we can diversify our products?
 2. How might we create a new product that is suitable and healthy for vegans?



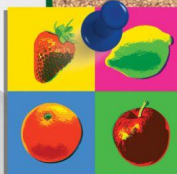
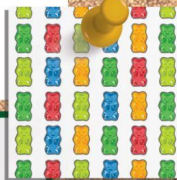
-  Concept Store
-  Merchandise Line
-  Vegan Options
-  Sugar-free Options



Whimsical photo opportunities; larger than life gummy bears, and a gummy filled pool!



Exclusive merchandise, collaborations, and convectionary creations.



Artist curated interactive wallpapers, with tactile feel and fragrant scents.

JANUARY
GOLD BEARS

FEBRUARY
FRUITS

MARCH
CRITTERS & CREATURES



Monthly themes centric to the classic HARIBO convectionary treats.

Planning

- Set deadlines
- Name
- Merchandise
- Monthly concepts
- Potential locations
- Identify stakeholders
- Identify goals and outcomes

User Data Testing

- Focus Groups
- Surveys
- Identify audience/consumer market
- SWOT analysis

Location Scouting

- Storefront design
- Interior design
 - Props
 - Fixtures
 - Displays
 - Hardware

Marketing Campaign Kickoff

- Social media
- Traditional Marketing
 - Commercials
 - Billboards
 - Flyers
- Word-of-mouth

Launch

Jan 2022

March

May

June

August

Sept

October

Nov

Jan 2023

Budget Planning

- Rent/Utilities
- Staffing
- Production costs
- Payroll
- Insurance
- Ticket Prices
- Overhead
- Security

Product Development

- Design products
- Fabric/Materials sourcing
- Finding Vendors
- Sample making
- Production & Manufacturing

Software Development

- Website design
- UI/UX design
- POS System
- Logistics
- Customer Support

Finalizing

- Staffing
- Business licenses
- Product testing/soft launch

January

Theme: Goldbears

Specialty Merch:
Goldbears Apparel

Featured
Convections:



February

Theme: SOUR
Science - New
Flavor Testing

Specialty Merch:
Stationary,
Backpacks.

Featured
Convections:



March

Theme: Critters and
Creatures

Specialty Merch:
Plushies, Toys.

Featured
Convections:



April

Theme: Smurfs

Specialty Merch:
HARIBO x Smurfs.

Featured
Convections:



May

Theme: Dinosaurs

Specialty Merch:
Posters, Towels,
Apparel.

Featured
Convections:



June

Theme: Fruits

Specialty Merch:
Accessories -
Jewelry, Bags.
Perfume, Makeup.

Featured
Convections:



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