



Business Support on Your Doorstep

<p>Title:</p>	<p>Swedish sugar free and vegan candy brand looking for distributors</p>
<p>Summary:</p>	<p>The Swedish candy company that offers sugar free and vegan candy is actively looking for distributors to help enter new markets and reach more health-conscious consumers.</p>
<p>Description:</p>	<p>With a worrisome increase of global health problems such as type 2 diabetes and obesity, the Swedish candy company was founded as a healthier alternative to regular sweets full of sugar in addition of being vegan.</p> <p>With a background as a pharmacist and diet expert the founder was determined to develop a candy that not only tastes delicious but also comes with other health and environmental benefits.</p> <p>The assortment consists of sugar free gummies and hard caramels as well as no added sugar chocolates. Except from the obvious benefits of not using any added sugar, the products are also vegan, gluten free, palm oil free, enriched with either vitamins or minerals, only natural flavors and colors and has 40% less calories than traditional jelly candy. They are also fully manufactured in the European Union (Sweden and Slovenia).</p> <p>In a few years, the brand has become the market leader in both Sweden and Norway within the category with over 13 000</p>

	<p>retailers. The brand is currently represented in the Netherlands, Finland, Iceland, Norway, Qatar and Dubai and more to come.</p> <p>The company is actively looking for distributors in the UK, Germany, Spain, Portugal, France, Austria, Japan, Canada, Italy and Australia.</p>
<p>Advantages and Innovations:</p>	<p>The gummies and hard caramels:</p> <ul style="list-style-type: none"> • Sugar free • Vegan • Enriched (vitamins or minerals) • Gluten free • Palm oil free • Natural flavors and colors • 40% less calories than traditional jelly candy • Produced in Sweden <p>The chocolate products:</p> <ul style="list-style-type: none"> • No added sugar • Vegan • Enriched with good bacteria, Bacillus Coagulans • Gluten free • Palm oil free • Natural colors and flavors • Produced in Slovenia <p>Apart from all the above benefits the brand has also been awarded with a Swedish design award for most appealing packaging.</p>

<p>Technical Specification or Expertise Sought:</p>	
<p>Stage of Development:</p>	<p>On the market with over 13 000 point of sales and currently present in seven countries.</p>
<p>Partner Sought</p>	<p>The company is looking for distribution partners in the UK, Germany, Spain, Portugal, France, Austria, Japan, Canada, Italy and Australia.</p> <p>The ideal partner has a well-established network within the grocery store segment as well as different service channels. If there is also a connection to the pharmacy category that would be very positive since it has shown to be a very lucrative sales channel. There is a huge plus if the partner has a team that can handle the ongoing marketing such as influencer marketing and building brand awareness.</p>
<p>Type and Role of Partner Sought:</p>	<p>Commercial agreement</p>
<p>Type and Size of Partner Sought:</p>	<p>>500 ✓ 251-500 ✓ SME <10 ✓ SME 11-50 ✓ SME 51-250 ✓</p>

