



SWEETS GLOBAL NETWORK

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INTERNATIONAL MAGAZINE FOR CONFECTIONERY AND SNACK BUSINESS

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New exciting KOMPOL products with extraordinary flavours

## Piece of a sweet childhood dream

Polish company KOMPOL manufactures candy floss sold in airtight plastic tubs. The product is available in a range of flavours. The company's "Sweet Planet" is meanwhile one of Poland's most popular candy brands and is drawing attention from abroad too.

The history of candy floss dates back to the 16th century. Created by chefs in Italy, it was an expensive delicacy only the rich could afford. This changed in the 19th century, when two Americans – dentist William Morrison and confectioner John Wharton – constructed a machine for making candy floss in 1897. Candy floss was thus introduced to a wide audience, although the price of 25 cents was still considered high in those days.

Candy floss is easy to manufacture. Regular household sugar – in North America sometimes maple syrup – is melted in a candy floss machine, then spun at high speed. The liquid sugar is forced through fine holes by centrifugal force to form fine strands. These are caught and twirled round a stick

to form delicate candy floss, a traditional treat enjoyed by children at fairs in the US and Europe.

### Konopczynski brothers started selling candy floss in transparent tubs

Over one hundred years after the candyfloss machine was invented, two brothers from Poland, Wojciech and Krzysztof Konopczynski, began making candy floss as a year round confectionery item, as opposed to a treat on sale at fairs or on special occasions only. In 1996 the Konopczynski brothers founded KOMPOL in Wolomin. The very first customers were schools. "At various school events there would be a stand selling candy floss. The children loved it. But the pleasure was short lived – you couldn't buy candy

floss any other time."

The two brothers decided to seek a solution. They started selling candy floss in transparent tubs, which enabled children to see the treat contained inside. In 2003 the Konopczynskis acquired their first candy floss production equipment, adding more over the following years. It took a lot of experimenting with flavours and colouring before their product was ready for the market. The company owners launched a school competition urging pupils to design attractive packaging. The winner was a boy in his second year at school and his idea was duly adopted.

### First distribution channels were school kiosks

In 2003 KOMPOL entered the market, selling candy floss in 500 ml tubs. The first distribution channels they accessed were school kiosks. The candy floss was also sold by mail order. From modest beginnings and sales of 20,000 units per month the company grew steadily. In 2006 sales volume was half a million packs a month and 2009 sales value was worth € 330,000. This year sales of € 500,000 are anticipated.

In March 2010 the company began to do business as a public limited company, named KOMPOL Sp zoo. Products are sold under the brand name Sweet Planet. Wojciech Konopczynski heads the company, with his brother Krzysztof as deputy CEO. KOMPOL employs 20 people.

All products are free of preservatives.





Great export success is to be due to regular appearances at international fairs, including the ISM in Cologne; here a photo from ISM 2010

es. Production is fully automatic, and HACCP certification guarantees highest quality standards. Since 2003 KOMPOL has been supplying big retailers active in Poland such as Billa and Netto, as well as regional wholesalers.

The candy floss manufacturers also work together with retailers abroad, including Penny, Metro and Kaufland. KOMPOL currently exports to Hungary, Romania, Slovakia, the Czech Republic, Spain, Italy, Greece, Finland, Iceland, Lithuania, Estonia, Georgia, and Denmark. In Spain KOMPOL has collaborated with a retail partner to create licensed products based on the popular teen TV series *Patito Feo* ("Ugly Duckling") sold in packs containing tattoos.

**KOMPOL candy floss is on sale in 200 ml, 500 ml and 1000 ml tubs**

In addition KOMPOL dispatches shipments overseas to Egypt, Algeria, UAE, Bahrain and Japan. The company is currently working to develop cooperation with partners in the USA and Dubai. Exports account for 70% of sales at the moment. This high percentage is said by the company to be due to regular appearances at international fairs, including the ISM and Anuga in Cologne, the PLMA in Amsterdam, World Food in Moscow, World Food Ukraine and IFE Warsaw.

KOMPOL candy floss is on sale in

200 ml, 500 ml and 1000 ml tubs, and various multipacks and display options are available. Candy floss colours vary according to flavour: traditional, standard candy floss is white; lemon is yellow; apple-flavoured candy floss is green; strawberry is red; cream-flavoured candy floss is blue and cola-flavoured is brown.

Candy floss specialists KOMPOL have developed several innovative varieties, and are working on sugar free varieties. New products include attractive bubble gum or popping candy floss. Bubble gum candy floss is available in tutti frutti and peppermint flavours, the popping candy floss is available in lemon and strawberry. The latest creation is sour candy floss. According to the company, the combination of two extremes – sweet and sour – makes for an interesting effect.

KOMPOL Sp zoo intends building on their success and will continue developing further high quality, innovative products. With the help of exact market analysis as well as optimised management, marketing and production technology, the company aims to keep in step with the latest developments while supplying partners at home and abroad with attractive products. As for the Konopczynski brothers themselves, their creative energy shows no signs of waning and their innovative power looks set to remain strong for some time to come. •

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## Final bids for Kraft Foods Polish unit

Hershey and Nestle are among the final bidders for the Polish business Kraft Foods is selling as part of its February takeover of UK confectioner Cadbury, according to reports. E. Wedel is one of a number of Polish and Romanian assets the firm is selling off that enabled Kraft to make the GBP 11.9 bn takeover. The disposals were imposed by the European Union as a condition of allowing the takeover.

It is understood that Kraft Foods has shortlisted potential buyers to six, including two buyout firms and four strategic players, Dow Jones reported mid June. Final bids are due by the third week of June. Companies include Bridgepoint and Advent International, along with Nestle and Hershey. According to Dow Jones Newswires, Ukrainian confectioner Roshen may no longer be in the running. Wedel is said to be valued at between € 200 m and € 300 m.

### UniCredit to sell confectionery company Mieszko to Eva Grupe

Private equity fund Eva Grupe is set to make a bid for Polish confectionery company Mieszko, according to media reports. The Lithuanian group said to be seeking clearance from the Polish competition regulator to acquire the confectionery maker. Mieszko is, along with Jutrzenka and Wawel, one of Poland's three biggest independent confectionery manufacturers, with Italian bank UniCredit currently its major shareholder.

Mergers and acquisitions experts Glenboden predicted a consolidation in the fragmented Polish confectionery sector. And Leatherhead Food International's Chris Brockman explained that he expects further mergers within the Central and Eastern European confectionery markets, as he said there are still a lot of second tier domestic firms in that geography that could provide growth opportunities for some of the multinationals. •