

**Super compound –
unleash your creativity
with maximum
chocolate appeal**

Explore more at:
www.aak.com

or contact us at:
chocolate@aak.com

We are AAK –
The Co-Development Company

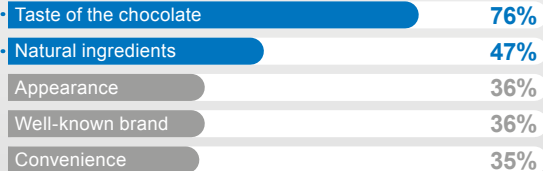
AAK

**Let's create
chocolate
indulgence
with endless
possibilities**

AAK

All the appeal of chocolate...

What chocolate buyers prioritize when choosing chocolate product?



AAK Consumer Survey 2019



Taste at the heart of chocolate choice

Taste is number one to capture consumer attention. A chocolate product that fails on taste will also fail in the market.



Natural and healthy ingredients are top of mind

Health-conscious consumers pay attention to product labels, even in an indulgence-led category like chocolate.

- ✓ Provides endless possibilities to customize meltdown, texture, and snap and enables producers to tap into new trends by adding novel ingredients and functionalities
- ✓ Ensures products look delicious for longer by optimizing bloom stability and shape retention when distribution temperatures fluctuate

Super compound

- ✓ Delivers the same sensory experience as chocolate due to full compatibility with cocoa butter
- ✓ Has a similar natural image to cocoa butter, with a comparable fat content and composition



Innovation is the only way to win

The snack market is highly competitive. Innovation is key to capturing consumer attention.



Shelf-stable products get more life

The explosion of e-commerce means more consumers are planning their shopping and buying less on impulse. This requires higher stability during storage and distribution.



35% of consumers say they have bought chocolate online

AAK Consumer Survey 2019

Creativity without boundaries...