

AMORETTA



RELAUNCH



WHY DO WE DO THIS?

- **Moving away from the old image of chocolate boxes (product upgrade)**
→ response to actual trends and consumers' needs
- **Attracting younger consumers to our pralines (from 50+ to 30+)**
→ attracting new consumers and shoppers
- **Moving away from the typical gift format**
→ creating new consumption occasions – not only for special moments
- **Building the Amoretta brand in the praline category**
→ increase of brand awareness



SALES INCREASE AND
ATTRACTING NEW CONSUMERS AND SHOPPERS

BENEFITS OF CHANGE

WHAT WE ARE DOING?



- Modern and design attractive packaging
- Different packaging weight
- Several flavour combinations
- Marketing support (in Poland) Q4 2024 i 2025

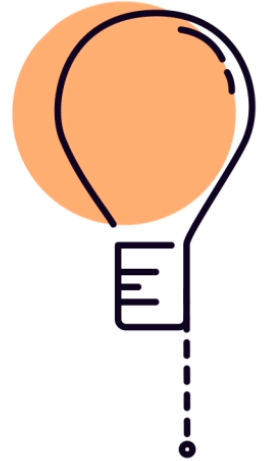
WHY WE ARE DOING THIS?



- Better visibility on the shelf
- **Attracting new consumers and shoppers**
- **Meeting different purchasing intentions**
(including new consumption occasions)
- Increase of brand awareness

WHAT WE WANT TO ACHIEVE?

- **Increased rotation of the Amoretta's products**
- Attracting new shoppers to the store → **increased store turnover**





AMORETTA

CURRENT SITUATION



PRODUKT I OPAKOWANIE

Old-style chocolate box
big, thick, unattractive

Box covered with a foil (cellophane)

Old fashioned tray inside

Pralines in old fashioned shapes

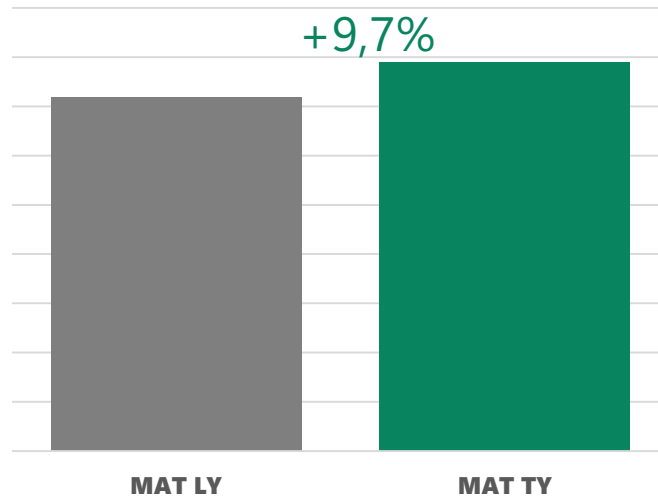


CURRENT PORTFOLIO

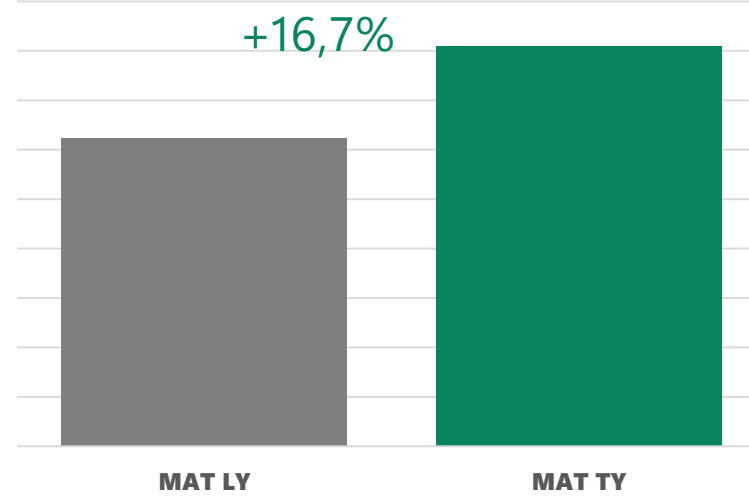


AMORETTA – POSITION ON THE POLISH MARKET

Market, Sales Value



AMORETTA, Sales Value



Amoretta is growing faster than the market, has great potential to successively increase its market share.



AM♡RETTA

NEED CHANGES!

AMORETTA



RELAUNCH





AMORETTA



AMORE
LOVE



goodness, care,
kindness & joy
FOR ME AND FOR OTHERS



CONSUMER INSIGHT

„Every moment is good to please yourself or someone important to you.“



Image by marymarkevich on Freepik

BRAND PROMISE

A MOMENT OF PLEASURE,
thanks to high-quality products and
unique flavours, covered with milk
chocolate.



Photo source: Google

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THE TONE OF VOICE

JOY



For occasions and without occasions

GENTLENESS



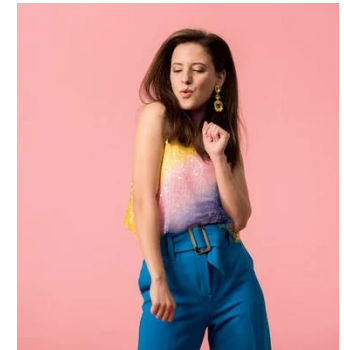
TASTE



DIVERSITY CASUAL
relax



LIGHTNESS



SPONTANEITY
PLEASURE



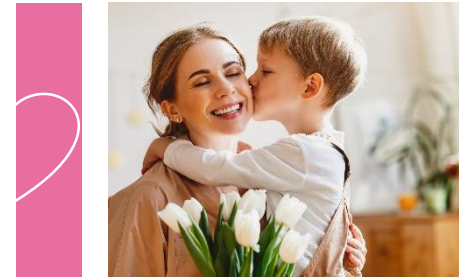
TARGET GROUP

CONSUMER

- ♥ Woman 30+
- ♥ Education secondary +
- ♥ Professionally active
- ♥ Income average +
- ♥ Married or single
- ♥ Appreciating small pleasures | enjoys the moment
- ♥ The quality and taste of the product is important for her

SHOPPER

- ♥ Woman
- ♥ Man



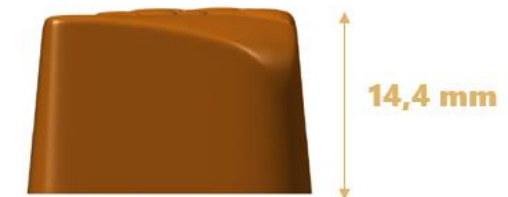
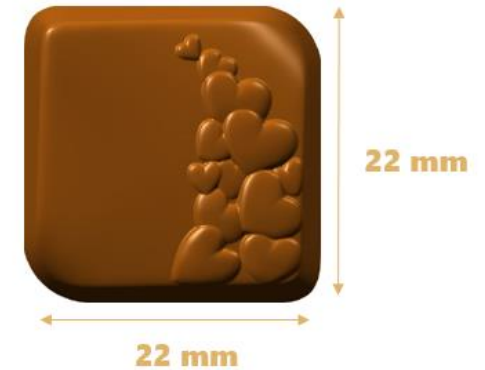


PRODUCT



PRODUCT

- ♥ **Mini, modern shaped pralines in milk chocolate** (net weight around 7 g)
- ♥ **4 unique patterns** referring to the **HEART**
 - the symbol of the Amoretta brand.



- ♥ Amoretta means TASTE, which is why **the heart of each praline is a unique** milk chocolate-covered **filling**.
- ♥ Each box of chocolates is a combination of different pralines, so everyone will find the flavor they like and the moment of pleasure they need!

FLAVOUR MIXES

Amoretta CLASSIC

- Hazelnut
- Praline
- Cream
- Chocolate with orange

CLASSIC



Amoretta DESSERTS

- Crème brûlée
- Cheesecake with peach
- Panna Cotta with raspberries
- Pistachio macaron



DESSERTS



Amoretta FRUITS

- Blueberry with lavender
- Pineapple
- Black currant
- Strawberry



FRUITS WITH PLEASURE





PACKAGING



DESIGN DIRECTION
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DESIGN DIRECTION

CHOCOLATE MOMENTS OF PLEASURE

16
pieces
sztuk

AMORETTA

CLASSIC



Hazelnut
Orzech laskowy



Cream
Śmietankowy



Praline
Pralinkowy



Chocolate with orange
Czekolada z pomarańczą



DESIGN DIRECTION
DESIGN DIRECTION
DESIGN DIRECTION
DESIGN DIRECTION

NEW AMORETTA

Two variants of net weight

- SMALL with 16 pralines (around 110 g)
- BIG with 32 pralines (around 220 g)



INSIDE THE BOX

- ♥ Modern tray covered with the sleeve
- ♥ Flavours and shapes arranged in columns



*colour of the tray will be dark brown



Cutted corner of the tray to easiest opening

GRAPHIC VARIANTS OF PACKAGING



AMORETTA



THANK YOU

