

Viba

VIBA Praliné



**Indulge in the world of tender
Viba Hazelnut Praliné:**

*Decades of experience in the art of
manufacturing pralinés, best ingredients
and real passion make the unique taste
of Viba Hazelnut Praliné ...*



5 STRONG REASONS TO CHOOSE VIBA PRALINÉ

- ✓ **Viba Hazelnut Praliné is the most wanted: No. 1** on the German praliné bar market 2008 ^A
- ✓ **High and still increasing acceptance** of Viba praliné bars: 39 % of repeated purchase rate ^A
- ✓ **Voted Germany's best hazelnut praliné** by qualified chefs in blind tasting sessions ^B
- ✓ **Available in a wide range of different tastes** and a variety of packaging looks
- ✓ **Outstanding quality since 1920**

^A AC Nielsen Germany, MAT week 26/09 and 52/07

^B Blind tasting session, comparison with 4 hazelnut praliné products of other leading manufacturers, March 2001

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... INCOMPARABLE TASTE



Hazelnut praliné has a long tradition leading back to the times of Napoleon:

In the 1800s, the French imposed high tariffs on cocoa imports from America. Italian chocolate manufacturers from Turin, well-known for their good chocolate products, therefore decided to mix the traditional chocolate ingredients with roasted, ground hazelnuts. Thus "Gianduja" praliné was born, and soon taken to other regions and countries, so that many different modifications and varieties were developed. Each manufacturer offered their own Gianduja creation, with the addition of different exotic ingredients. A completely new taste was awakened ...and also taken to Germany.

In 1920 Willi Viebahn, who founded our company in 1893 in Schmalkalden (Thuringia), perfected the Gianduja recipe, called "Nougat" in Germany. Facing high demand for his praliné, he started to look for a way to pack it automatically. A second-hand cigar packing machine was his solution - and the origin of the still typical, round shape of Viba praliné bars!

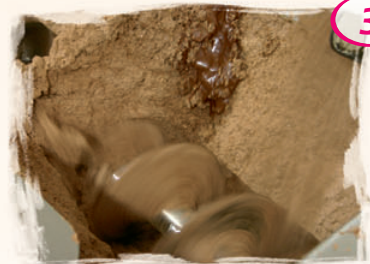
Today, Viba Hazelnut Praliné is internationally popular, and available in many different varieties - offering first quality for any palate. All compositions are based on the secret recipe of the original Viba Hazelnut Praliné - whose excellent quality and taste have been maintained since 1920...



1
First quality hazelnuts are freshly roasted in order to achieve their full flavour.



2
Then they are diced and mixed together with other ingredients such as cocoa mass and sugar.



3
Rolling mills grind the emerging paste into a very fine powder to obtain the praliné's unique smoothness.



4
The powder is then taken to a tempered container where it is remelted.



5
The liquid praliné paste can now be shaped into blocks or bars, and cooled down to a solid texture again.



6
The golden wrapping finally gives our praliné bars their exclusive look.

