

## 1. Sweet Tradition



The product range is extended by different praliné and marzipan varieties.

1893

Opening of the cafeteria „Viebahn“ with own sweets manufacture in Schmalkalden, Germany



1920

Production of the home-made hazelnut praliné „Nougat“ is industrialized.



Coated nuts and dragées are added to the product range.

1967

The first fruit bars are developed, as an energy snack for German top athletes.



The company is nationalized after the Second World War.

1990 - 1992

The company is privatized by the owners Karl Heinz Einhäuser and Holger Storch.



# Viba

## 1. Sweet Tradition



*Guinness Record:  
Viba manufactures the  
world's biggest praliné bar:  
3m long and 750kg in  
weight!*



*In a blind tasting  
session of leading  
German praliné brands,  
chefs declare Viba the  
indisputable Number 1.*

*Viba currently employs about 120  
employees, achieved a turnover of  
16 Mio € in 2008 and counts  
among the most important praliné  
and fruit bar brands in Germany.*

1992

2002

2004

2009

*The new brand  
„Viba“ is created.*

*The company  
presents its new  
corporate design  
and is named „Viba  
sweets GmbH“.*

*The first own Viba  
shop is opened – today  
one of more than 40.*

*Dr Stefan Feit joins the  
company as 3rd General  
Manager.*

