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Press Release

03/17

HARIBO GROUP PLANS TO BUILD MANUFACTURING FACILITY IN WISCONSIN

March 2017 HARIBO of America Inc. is happy to announce that the management board and the supervisory board of the HARIBO Group have decided to acquire a property in Kenosha County in South-Eastern Wisconsin. The world market leader in the fruit gum and liquorice segment is planning to build its first manufacturing facility in the United States of America on this property.

“The decision to build a manufacturing facility in Wisconsin is of great importance for the HARIBO Group”, says Hans Guido Riegel, Managing Partner of the HARIBO Group. “HARIBO of America is the fastest growing sugar confectionery business in the USA, hence the strategic importance of our manufacturing facility to commence production in 2020.”

“HARIBO has already been in the process of selecting a location for a first manufacturing facility in the USA for several years. In an elaborate process, we have examined many different sites. We are very excited to announce this important decision today”, states Rick LaBerge, Executive Vice President and COO at HARIBO of America Inc.

“As we are embarking on building one of the largest facilities in the confectionery industry this location provides ideal conditions to further grow HARIBO’s successful business in the USA”, says Wes Saber, Executive Vice President and CFO at HARIBO of America Inc.

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HARIBO is a family company which is now run by the third generation. The founder, Hans Riegel Snr., registered HARIBO GmbH & Co. KG in the Bonn commercial register on 13th December 1920. HARIBO is an acronym for HANS RIEGEL BONN. The product, the "dancing bear", created by the founder, Hans Riegel Snr., has become HARIBO's most famous product and is known worldwide as the 'Goldbär' = Gold Bear. Today, HARIBO is the world market leader in the fruit gum and liquorice segment. Worldwide, 100 million GOLD BEARS alone are produced daily. The continuous brand management with the highest quality-control and consumer confidence is largely responsible for the success story at our 16 production facilities throughout Europe. We now employ nearly 7,000 people worldwide.

More information about the company and its products can be found at www.haribo.com.

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