

HARIBO

PRODUCT CATALOGUE

Global Travel Retail
2023 Edition



HARIBO

A Company with a Sweet Tradition

Since **1920**, HARIBO has been a family business which is now run by the third generation.

For over **90 years** the unique HARIBO success story has been shaped by **tradition**, high quality, trends and in particular a contemporary and dynamic image.

What **started at a backyard laundry** in a small suburb in **Bonn** with a sack full of sugar and a copper kettle has **developed into one of the best-loved and most well-known brands** in the confectionery industry.

“Kids and grown-ups love it so, the happy world of Haribo”. Who doesn't know the world famous and familiar advertising slogan of the company? A perfect definition of the brand, which reflects values like joy, pleasure, fun and variety.



Founder **Hans Riegel senior** had entered the company name **HARIBO GmbH.Co. KG** into the Bonn Commercial register on **13th December 1920**.

HARIBO is an acronym of HAns Riegel BOnn.

Following their father's death in 1945, his sons Dr Hans Riegel and Paul Riegel took over the company business in 1946.

In 2010, HARIBO was given a new corporate structure to create the necessary conditions to ensure that it permanently remained a family-run international company, to promote continued growth and international expansion, as well as to safeguard the continued success of the group in the 21st century.

HARIBO

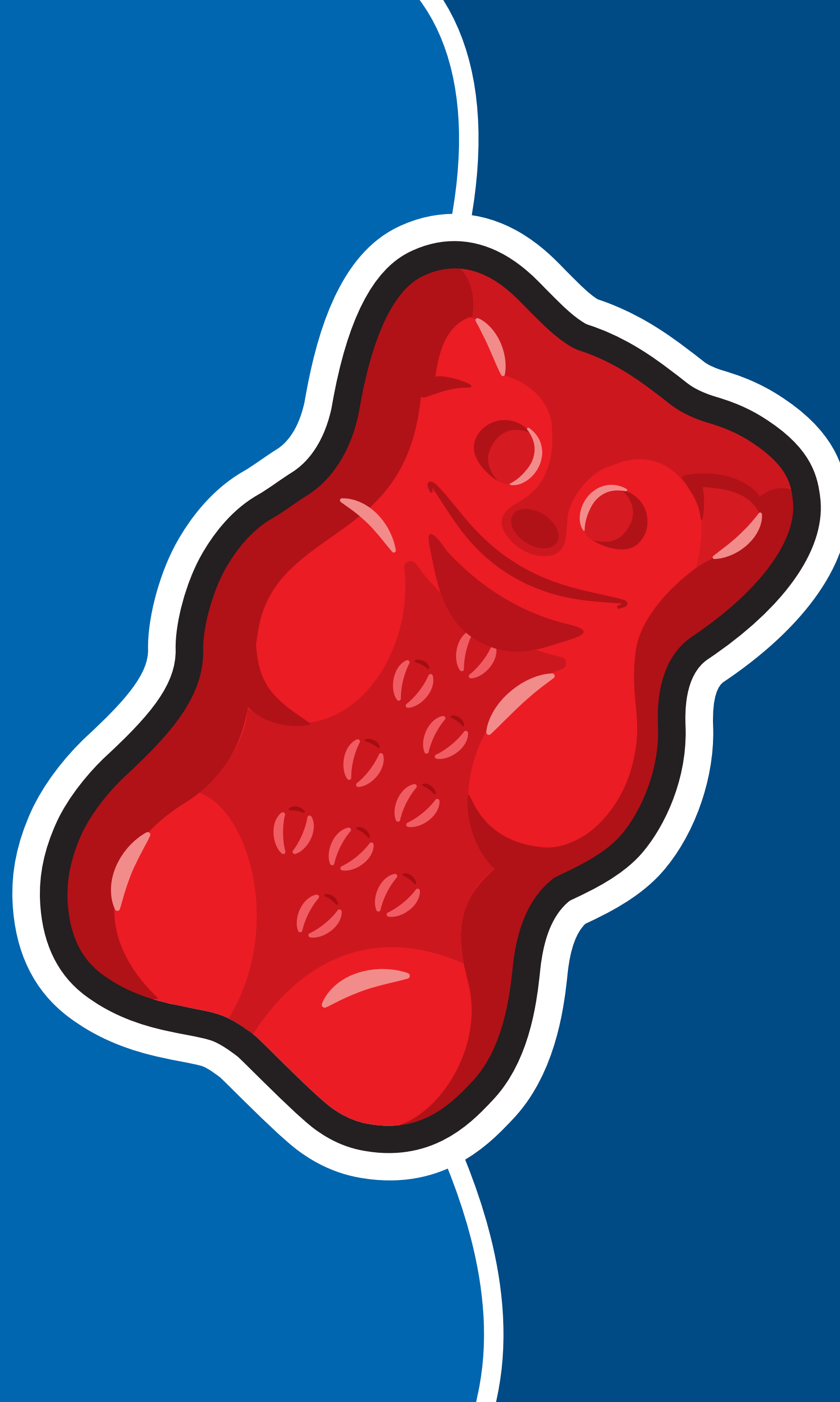
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HARIBO

Bring moments
of happiness
to your
adventure!



THE ORIGINALS

HARIBO

GIFTING

Giant Roulette | 200 g ●

The colourful HARIBO Giant Roulette takes Roulette lovers to the next level! Light up your day with the colourful Giant Roulette, which is also perfect for sharing.

Inside this XXL tube you will find eight iconic and beloved Roulette rolls. The fruity Roulette will have you spinning with delight. With seven fruity flavours in a single roll, HARIBO Roulette has something for everyone – and each piece fits neatly in any trouser pocket. Perfect for unconcerned moments of happiness.

 THE ORIGINALS

● 8 x Roulette | 25 g



HARIBO

GIFTING

Mini Travel Suitcase | 146 g

This colourful, pocket-sized travel suitcase, crafted in metal with handle, can go with you everywhere!

Filled with a 146 g assortment of HARIBO Goldbears minis, Happy-Cola minis, Roulette Happy-Cola and fruity Roulette. It will be the perfect travel companion, ensuring you have a supply of delicious snacks on your trips around the world!

 THE ORIGINALS

4 x Happy-Cola
mini bags | 12 g



1 x Roulette
Happy-Cola | 25 g



1 x Roulette | 25 g



4 x Goldbears
mini bags | 12 g



HARIBO

GIFTING

Candy Tin | 120 g

Bring a delightful and sweet treat from your long journey! This collectable gift is guaranteed to make every Goldbears' lover smile.

A premium range of Goldbear candy-shaped tins is available in five bright colours - red, green, yellow, raspberry and orange.

Each collector's tin is filled with 10 Goldbears mini bags - 12 g each.

 **THE ORIGINALS**

10 x Goldbears
mini bags | 12 g



Available in five bright colours



HARIBO

GIFTING

Goldbear Shape Box | 450 g

An exclusive Goldbear design box filled with tasty and colourful HARIBO Goldbears, it is just right for any lover of the iconic treat... or for any HARIBO lover in general!

 THE ORIGINALS



HARIBO

TRAVEL MEMORY

Happy Germany | 700 g

Delicious jelly candies in the shape of 6 well-known German monuments in different colours and tastes:

- Brandenburger Tor (Berlin)
- Hermannsdenkmal (Detmold)
- Kölner Dom (Cologne)
- Frankfurter Römer (Frankfurt)
- Porta Nigra (Trier)
- Neuschwanstein (Füssen)



THE ORIGINALS



HARIBO

TRAVEL MEMORY

Happy UK | 700 g

Delicious jelly candies in the shape of 6 well-known British monuments in different colours and tastes:

- Big Ben (London)
- Tower Bridge (London)
- Stonehenge (Amesbury)
- Edinburgh Castle
- Belfast City Hall
- Cardiff Castle

 THE ORIGINALS



HARIBO

TRAVEL MEMORY

Vive la France | 700 g

Delicious jelly candies in the shape of 6 well-known French monuments in different colours and tastes:

- Arc de Triomphe (Paris)
- Tour Eiffel (Paris)
- Cathédrale de Chartres
- Murailles de Carcassonne
- Le pont du Gard
- Le Sacré Cœur (Paris)

 THE ORIGINALS



HARIBO

TRAVEL MEMORY

Hola España | 700 g

Delicious jelly candies in the shape of 6 well-known Spanish monuments in different colours and tastes:

- Sagrada Familia (Barcelona)
- Puerta de Alcalá (Madrid)
- La Giralda (Sevilla)
- Las Murallas de Ávila
- Acueducto de Segovia
- Alhambra de Granada

 **THE ORIGINALS**



HARIBO

SHARING

Travel Parade | 700 g

Our iconic Air Parade has now been transformed into the new Travel Parade with more cute candy shapes. So, let's go on a trip with Travel Parade!

Travel Parade is a delightful mix of 6 different jelly candy shapes. Discover the train, the car, the boat, the motorbike, the campervan... without forgetting the beloved aeroplane. Made of delicious fruity flavours, every travel lover will find what he or she is looking for to brighten up their trip!

 THE ORIGINALS



HARIBO

SHARING

Goldbears | 750 g

Our number one in the sweet aisle! For generations we have grown up with them and, of course, loved them! HARIBO Goldbears has been a successful product for over almost 100 years, with its unmistakable fruit flavours of strawberry, raspberry, apple, lemon, orange and pineapple.

HARIBO Goldbears - the ultimate fruit jelly.

 **THE ORIGINALS**



HARIBO

SHARING

Twin Snakes | 700 g

Twin Snakes is the perfect combination of sweet and sour. Two fruit gum snakes - one sweet, one sour - deliciously entwined.

Pull the snakes apart or enjoy them together, your choice!

The party size pack contains fruity duos in cherry & orange, blueberry & blackcurrant and apple & lemon.

 THE ORIGINALS



HARIBO

SHARING

Peaches | 750 g

These two-toned, sugardusted Peaches have been carefully tended for the perfect consistency and chew. Pick one fresh out of the bag and taste the tangy and sweet peach flavour. A peach basket in a practical pouch format!

 THE ORIGINALS



HARIBO

SHARING

Starmix | 750 g

HARIBO Starmix is loved for its iconic mix of shapes - everyone has their favourite, whether that's a heart, a ring, a cola bottle, an egg or a goldbear. HARIBO Starmix has something for everyone, with its range of jelly and foam sweets! Including orange, lemon, raspberry, pineapple and cola flavours.

 THE ORIGINALS



HARIBO

SHARING

Phantasia | 750 g

This mix is everyone's fantasy! Whether it's an airplane, dinosaur, robot, cola bottle, snake, turtle, chameleon, flamingo, dummy, race car, butterfly or cockatoo – the possibilities are endless.

They all come in delicious fruity flavours: cherry, strawberry, blackcurrant, orange, lemon, raspberry, pineapple and the recent additions of apple and blueberry. A unique taste of adventure!

 THE ORIGINALS



HARIBO

SHARING

Tropifrutti | 750 g

HARIBO Tropifrutti just makes life more tropical!

Whether a toucan, a palm tree, a passion flower, a banana, a mango, a mandarin, a pomegranate or a pineapple, treat yourself to the unique fruity fun of HARIBO Tropifrutti: sweet exotic jelly sweets in passion fruit, melon, mango, mandarin, banana, pineapple and pomegranate flavours.

 THE ORIGINALS



HARIBO

SHARING

Color-Rado | 700 g

Another HARIBO bestseller enters the pouch family! HARIBO Color-Rado is a mix of the most popular HARIBO treats of fruit gums, liquorice and other classics among the HARIBO assortments. This delicious variety can now be found in the convenient 700 g resealable standing pouch.

 THE ORIGINALS



HARIBO

SHARING BAG

Goldbears | 450 g

Tropifrutti | 450 g

Happy-Cola | 450 g

Starmix | 450 g

 THE ORIGINALS



HARIBO

SHARING BAG

Tangfastics | 425 g

Color-Rado | 450 g

Peaches | 450 g

Phantasia | 450 g

 THE ORIGINALS



HARIBO

VEGGIE

SHARING BAG

Pico-Balla | 425 g

The Smurfs | 425 g

Lakritz Schnecken | 450 g

 THE ORIGINALS



HARIBO

PARTY SIZE

Pick & Party | 748 g

The first HARIBO pouch mix minis with rich and coloured assortment of 45 pieces of 12 g and 25 g mini bags and famous HARIBO Roulette in a Travel Retail exclusive packaging.

748 g of fun and tasty fruit- and cola-flavoured gums to nibble and share.



THE ORIGINALS

9 x Happy-Cola
mini bags | 12 g



4 x Roulette
Happy-Cola | 25 g



4 x Roulette | 25 g



8 x Tropifrutti Mini
bags | 12 g



6 x Starmix Mini
Bags | 25 g



10 x Goldbears
mini bags | 12 g



HARIBO

NEW

PARTY SIZE

DuoPack Sour
Haribo & MAOAM | 656 g

For the first time in travel retail, two beloved brands, HARIBO & MAOAM, are now available in one single bag!

But it's not the only big news. The selection bag is for the first time a sour mix of minis. We took the best sour recipes to build a unique offer. The new Duo Pack HARIBO & MAOAM offers a tangy taste experience for everybody!

This travel retail exclusive includes various HARIBO mini bags and MAOAM single pieces.



THE ORIGINALS

Goldbear
Sour Mini | 15 g



Roulette
Fizz | 25 g



Sour Stripes | 8,1 g



Sour bloxx | 22 g



Pasta Frutta
Mini | 18 g



HARIBO

CHECK-OUT SNACKING

Pouch | 220/250 g

The bestselling HARIBO brands in pouch format also at the check-out.

The 250 g pouches enhance visibility and brand awareness. Premium packaging with high quality bag and resealable top to guarantee product freshness and easy consumption - anytime, anywhere.

 **THE ORIGINALS**



● Goldbears | 250 g



● Starmix | 250 g



● Happy-Cola | 250 g



● Travel Parade | 220 g

HARIBO

CHECK-OUT SNACKING

Starmix | 190 g

Goldbears | 220 g

The favourite HARIBO fruit gums get out of the bag and step for the first time into a convenient and colourful tiny tub!

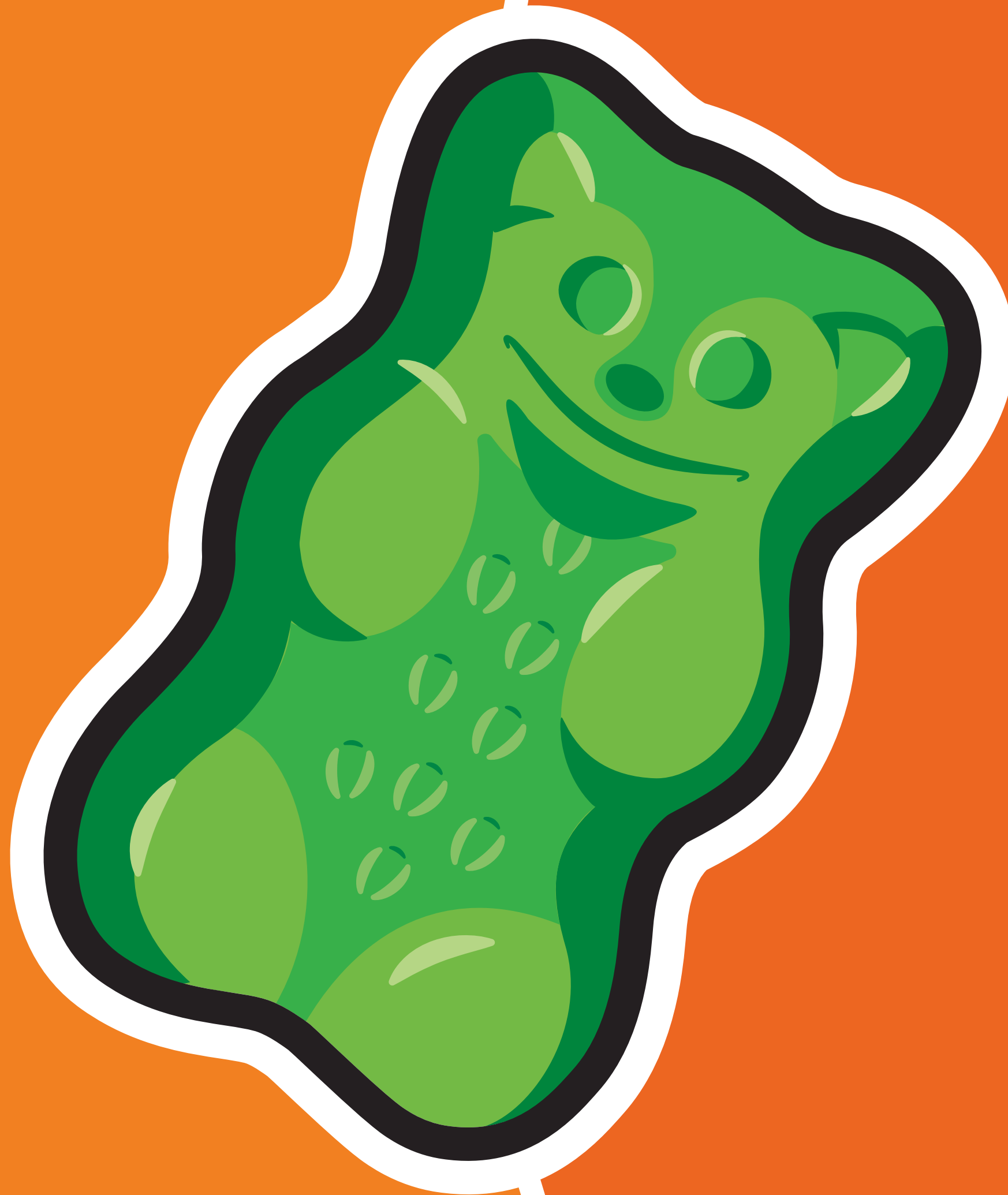
HARIBO Starmix 190 g and HARIBO Goldbears 220 g minibox offer the consumer a handy option to enjoy HARIBO candies: a resealable and reusable minibox to always carry everywhere we go.



 **THE ORIGINALS**

HARIBO

Explore the
colourful world
out there!



NORDICS RANGE

HARIBO

NEW

GIFTING

Liquorice Hunt Box | 335 g

Happy news for all liquorice lovers! The first HARIBO box with liquorice items is now on the market.

The Nordic Box is a tasty mix of sweet and salty liquorice to offer the full liquorice adventure with

Nappar Lakrits 80 g, Matador Mix Dark 80 g, and Salinos 175 g. Also young travellers get in on the action! Small games on the side of the box ensure that every trip will be unforgettable.

 **NORDICS RANGE**

Salino | 175 g



Matador Mix
Dark | 80 g



Nappar
Lakrits | 80 g



HARIBO

SHARING

Giant Dummies | 700 g

The Giant Dummies selection of children's pacifiers offers a colourful snack for young and grown-ups.

This unique product is available in five delicious, fruity flavours:

- pineapple, strawberry, raspberry, juicy orange and lemon.

 **NORDICS RANGE**



HARIBO

SHARING

Sailor Mix | 700 g

The first liquorice mix exists now in the famous 700 g pouch format!

HARIBO Sailor Mix combines a variety of sweet and salty liquorice delicacies: Parade-Mix, Stafetten, Konfekties, Crazy Dummies and liquorice snails make this diverse and colourful mix irresistible to liquorice lovers.

 **NORDICS RANGE**



HARIBO

SHARING BAG

Click Mx | 400 g

Stjerne Mix | 450 g

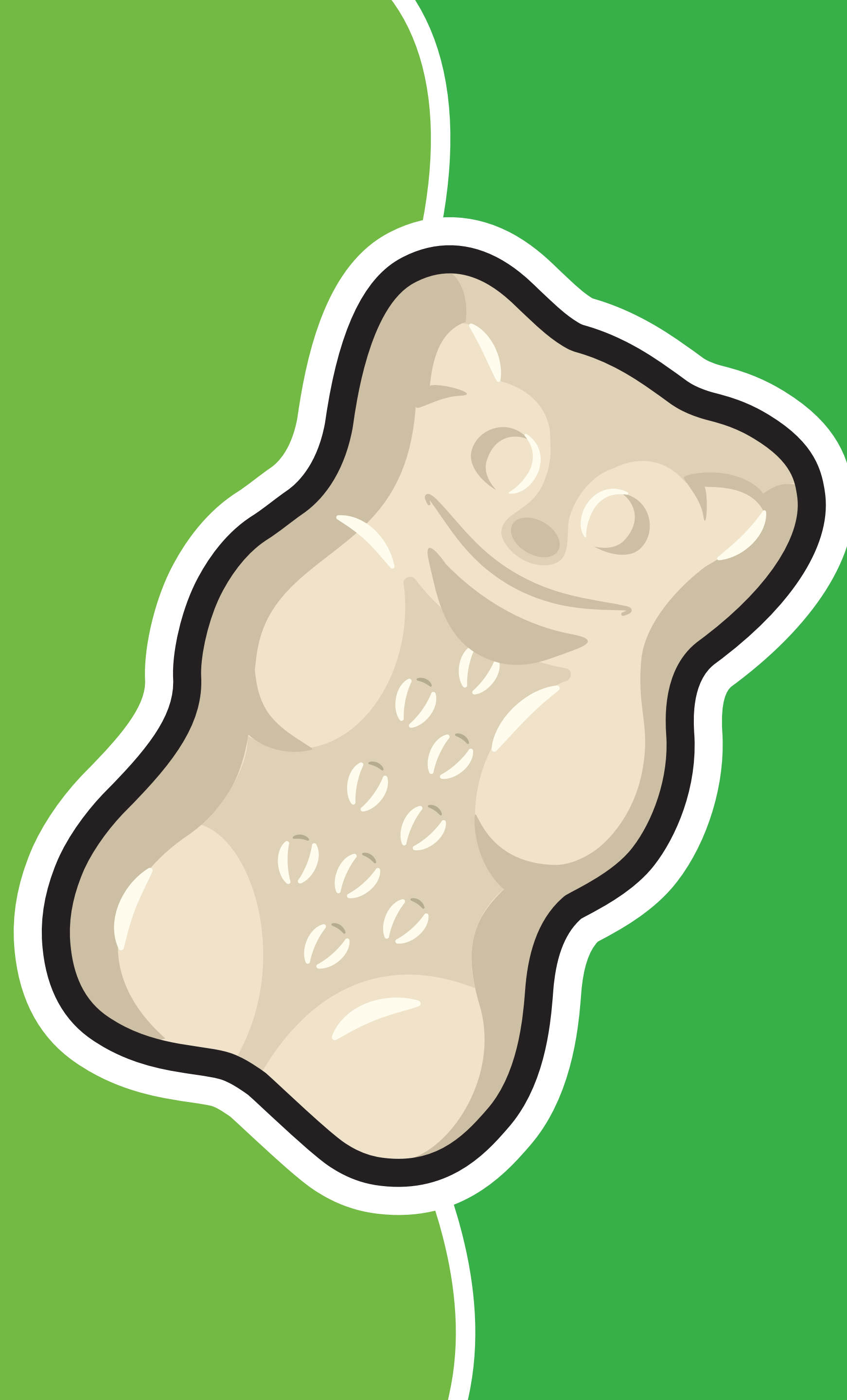
Matador Mix | 450 g

 NORDICS RANGE



HARIBO

It's All
About
Fun!



HALAL RANGE

HARIBO

GIFTING

Candy Tin | 120 g

Bring a delightful and sweet treat from your long journey! This collectable gift is guaranteed to make every Goldbears' lover smile.

A premium range of Goldbear candy-shaped tins is available in five bright colours - red, green, yellow, raspberry and orange.

Each collector's tin is filled with 12 Goldbears mini bags - 10 g each. Halal Certified.

 HALAL RANGE

12 x Goldbears
mini bags | 10 g



Available in five bright colours



HARIBO

GIFTING

Goldbear Shape Box | 450 g

An exclusive Goldbear design box filled with tasty and colourful HARIBO Goldbears, it is just right for any lover of the iconic treat... or for any HARIBO lover in general!



HALAL RANGE



HARIBO

SHARING

Pouch | 300 g

The first HARIBO pouch entering the Travel Retail market in the halal assortment!

Premium packaging with high quality bag and resealable top to guarantee product freshness and easy consumption - anytime, anywhere.



HALAL RANGE



HARIBO

SHARING BAG

Air-Parade		450 g
Phantasia		450 g
Goldbears		450 g
Starmix		450 g
Tropifrutti		450 g
Happy-Cola		450 g



HALAL RANGE

HARIBO

NEW

PARTY SIZE

Friends & Party | 649 g

A new fun party mix enters the HARIBO travel retail world. The Friends & Party pouch is made for sharing!

The stand up pouch is filled with the most iconic mini bags of HARIBO: Goldbears 12 g, Happy-Cola 12 g, Starmix 25 g, and Tropifrutti 10 g.

44 mini bags to share with a fruity taste for an unforgettable journey that is full of happiness!



HALAL RANGE



HARIBO

Share the
unmistakable
great taste!



FDA RANGE

HARIBO

GIFTING

Candy Tin | 90 g (3.4 OZ)

Bring a delightful and sweet treat from your long journey! This collectable gift is guaranteed to make every Goldbears' lover smile.

A premium range of Goldbear candy-shaped tins is available in five bright colours - red, green, yellow, raspberry and orange.

Each collector's tin is filled with 9 Goldbears mini bags - 10 g (0.4 OZ) each.

 **FDA RANGE**

● 9 x Goldbears mini bags | 10 g (0.4 OZ)



Available in five bright colours



HARIBO

GIFTING

Goldbear Shape Box 450 g (15.9 OZ)

An exclusive Goldbear design box filled with tasty and colourful HARIBO Goldbears, it is just right for any lover of the iconic treat... or for any HARIBO lover in general!



 FDA RANGE

HARIBO

SHARING

Twin Snakes | 700 g (24.6 OZ)

Twin Snakes is the perfect combination of sweet and sour. Two fruit gum snakes - one sweet, one sour - deliciously entwined.

Pull the snakes apart or enjoy them together, your choice!

The party size pack contains fruity duos in cherry & orange, blueberry & blackcurrant and apple & lemon.



FDA RANGE



HARIBO

SHARING

Travel Parade | 700 g (24.6 OZ)

Our iconic Air Parade has now been transformed into the new Travel Parade with more cute candy shapes. So, let's go on a trip with Travel Parade!

Travel Parade is a delightful mix of 6 different jelly candy shapes. Discover the train, the car, the boat, the motorbike, the campervan... without forgetting the beloved aeroplane. Made of delicious fruity flavours, every travel lover will find what he or she is looking for to brighten up their trip!

 **FDA RANGE**



HARIBO

SHARING

Pouch | 200/300 g
(7.05/10.6 OZ)

Our new HARIBO pouches are entering the US market!
Five best-selling, delicious recipes are now available!

To sweet recipes, there will be something for everyone!
Given stand-out appeal with premium packaging and
a resealable top, the pouches guarantee the product
freshness and make consumption easy anytime,
anywhere during your trip!



FDA RANGE

Starmix | 300 g (10.6 OZ)



Watermelon | 200 g (7.05 OZ)



Dinosaurs | 300 g (10.6 OZ)



Goldbears | 300 g (10.6 OZ)



Happy Cola | 300 g (10.6 OZ)



MAOAM[®]

FULL ON...TILL IT'S GONE



MAOAM[®]

MAOAM is an innovative, fruity chew - without gum - candy company which was founded in Germany in 1931. In 1986, the HARIBO confectionery acquires the MAOAM trademark.

MAOAM is now part of the HARIBO assortment. In 2015 all the MAOAM packaging has been renewed with an exciting look made of bright and fun colours.

MAOAM exists in a variety of choices: Pinballs, Stripes, Joystixx, Bloxx, Mao Mixx, Happy Fruttis, sorted in the beloved flavours of: cola, lemon, orange, raspberry, strawberry and cherry.



MAOAM[®]

RESTYLE

GIFTING

MegaBloxx | 528 g

Perfect for those who can't get enough of MAOAM! MegaBloxx is a giant version of the original Bloxx and it's full of fruitiness, right down to the last bite.

Inside are eight delicious 66 g fruit chews which are individually wrapped.

They all come in strawberry, raspberry and cola flavour.





SHARING

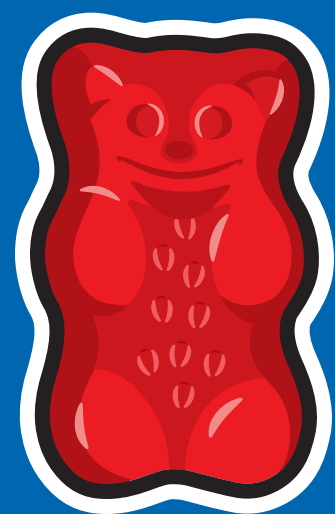
MAOMIXX | 750 g

The all-rounder! The perfect choice for all MAOAM fans old or young - who are looking for more variety!

The 750 g pouch contains a great mix of our favourite MAOAM chews, including Bloxx, Pinballs, Stripes, Sour Stripes, Happy Fruttis and JoyStixx. All individually wrapped, so ideal for sharing!



HARIBO



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