



HARIBO

50 years in Yorkshire

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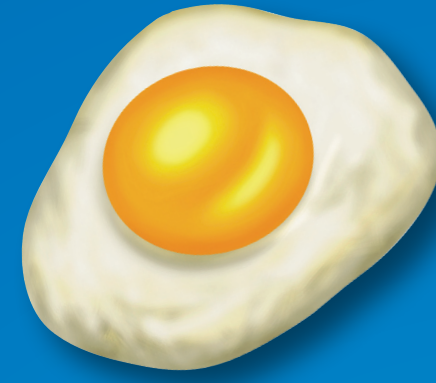
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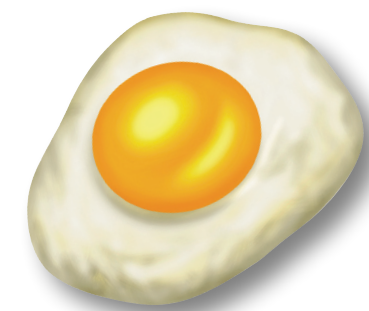
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Foreword by Jon



HARIBO UK has been bringing moments of childlike happiness to the UK, from the heart of West Yorkshire, for over 50 years now.

Happiness is what drives us – we believe in the joy of childlike happiness, and that the world is a better place if we listen to our inner child from time to time.

Our focus on childlike happiness is based around investing in and looking after our brilliant sweet-makers; developing delicious, colourful and exciting products; and making decisions for the long term, to ensure moments of childlike happiness for this and future generations.



We're extremely proud that our products, which bring happiness to so many, are dreamed up and manufactured in the heart of West Yorkshire. Yorkshire has a long tradition of sweet-making, one we are proud to have been at the centre of for over half a century. From our two sites in Pontefract and Castleford, our 600 talented sweet-makers have created and launched some of our most famous and favourite treats. And developed ideas such as our iconic 'Kids Voices' advertising campaign to help grow our business, strengthen our contribution to UK manufacturing, and deliver value for money and choice for consumers.

Because we are focused on choice, we create treats to bring happiness to everyone – you may know that some of our favourite treats are vegetarian, kosher and halal. And since we are a responsible manufacturer, we lead the sector in sugar reduction. This has allowed us to continue growing since we first came to Yorkshire in 1972, to become the market-leader we are today, with the nation's favourite sweet!

We are also very proud of the role we play in our local communities. For several years, we have worked with local charities and partners in Yorkshire to bring moments of childlike happiness to local people, supporting good causes and bringing generations together. And as our retail presence grows across the country – we have a team of 80 colleagues across our nine retail stores around the country – we are proud to bring even more moments of childlike happiness to the UK, while contributing socially, economically, and while working hard to minimise our environmental impact.

And so, we have put together our first HARIBO UK Impact Report, to showcase the very best of Yorkshire manufacturing and our impact within the UK; to celebrate our fantastic colleagues (and their favourite sweets!); and to highlight how we are continuing to create moments of childlike happiness for all generations, locally and nationally.



Favourite Product?
It has to be Happy Cola



Did you know?
In 2022, Tangfastics was voted the UK's favourite sweet



Global Overview



HARIBO is a family company now managed by the third generation.



1920 is the year HARIBO was founded, we're over 100 years young!

Did you know?

HARIBO is an acronym for HANS RIEGEL BONN, named after our founder and the city where it started

HAns
RIegel
BOnn



We have **16** production sites in **10** countries.

Our products are sold in more than **100** countries and HARIBO employs more than **7,000** people across the world.

UK Footprint

As well as our two production sites in Yorkshire, we have nine retail stores across the country.



HARIBO Timeline



1920 Hans Riegel founds HARIBO



1960
Goldbears are born

1962
First TV advert

1972
HARIBO buys a stake in Dunhills factory



1986
HARIBO UK buys MAOAM

2018
HARIBO UK opens its retail store in York Designer Outlet

2019
HARIBO UK first achieves ZERO waste to landfill, meeting the target over the subsequent four years

2015
Castleford factory opens



2014
Kid's Voices campaign launch

1997
Tangfastics launch
Production expands at Castleford with 2 new production lines

2023

2024
Further expansion plans for Castleford to meet growing demand

2021
HARIBO UK launches the HARIBO HAPPINESS TOGETHER FUND alongside the Community Foundation Wakefield District



2022
HARIBO UK takes part in the Channel 4 documentary "The Secret World of... Sweets"



2020
HARIBO celebrates its 100th birthday



HARIBO in Yorkshire

West Yorkshire is where you'll find the oldest sweet shop in the world, which opened in Pateley Bridge in 1827.

With its prestigious sweet-making history, it's the perfect home for HARIBO UK.



HARIBO UK has been an important part of Yorkshire's confectionery and food manufacturing excellence for the last half century. We're proud that shops across the country stock delicious Haribo treats made right here in West Yorkshire.

Tracy Brabin,
Mayor of West Yorkshire



Favourite Product?
Tangfastics, who doesn't like a bit of fizz in life?!

When HARIBO took full ownership of Dunhills in 1994, we started producing our gummies in the UK for the first time. Over my years at HARIBO, I've seen lots of changes and exciting innovations such as the changes from a labour-intensive, to more automated production process. My personal journey has involved various roles in our factory until my current position in the offices. Looking ahead to HARIBO's future in Yorkshire and the UK, I hope we can carry on supporting investment and growth, and continue coming up with new ways to create moments of childlike happiness through our sweets.

Kay Waring,
HARIBO employee since 1984
Inter-Company & Co-Pack Manager
at HARIBO UK

In 1994, we completed the full acquisition of Dunhills (Pontefract) Plc and in 2015 we opened our second factory in Castleford. From these beginnings, we've grown our business to produce sweets and moments of childlike happiness for **13.7 million** UK households.

More recently in 2021, we invested a further **£22 million** in our Castleford factory, and have expanded our production capabilities at Pontefract.

Our Employees

At HARIBO UK, the happiness of our sweets starts with the happiness of our company. We're proud to be a leading employer in Yorkshire, with over **600 sweet-makers** in Pontefract and Castleford. Beyond Yorkshire, we also employ **80 colleagues** across our nine retail stores nationwide.

HARIBO UK is proud to have so many long-serving colleagues. In 2022, we celebrated some of our brilliant colleagues who have a total of 225 years' service between them, clocking up 25, 40 and even 50 years with HARIBO UK. It is not unusual that some of our sweet-makers have been working for HARIBO UK for generations and have direct family members working alongside in the business. Because of the deep roots between HARIBO UK and Yorkshire, we see investment in our people as part of our wider efforts to connect to the local community.

Because our people are so important to us, it's important that we look after them and invest in training and development opportunities, such as the **Leadership@HARIBO scheme**.

We also have a long history in investing in apprenticeships and supporting colleagues through courses at colleges and universities. Our team provides invaluable guidance and is passionate about nurturing each colleague through their apprentice journey, because we recognise the talent, fresh ideas and energy they bring to our business now and in the future.

Leadership@HARIBO scheme

Launched in May 2021 the programme is focused on developing a value-based leadership culture which bring our HARIBO UK Values to life in how our leaders think, act and behave. The programme targeted 700 leaders globally and approx. 100 in the UK & Ireland. Leaders benefited from three key areas: Building awareness and flexibility in their own leadership style, sharing good practice with other leaders across HARIBO and actively developing the value-based leadership culture outside of the development workshops.



At HARIBO UK, it's important that our workforce is diverse and inclusive, just like the wide variety of people who enjoy our treats. Today, women make up 41% of HARIBO UK's workforce, across all of our operating areas.

HARIBO UK is partner of the Smallpeice Trust's Arkwright Engineering Scholarship Programme, which has supported female students undertaking prestigious engineering scholarships. Benefiting from funding and mentorship, along with the opportunity to gain valuable industry experience with the UK's leading confectionery brand, each candidate is supported in learning the skills needed to become a future leader in engineering.

We are also big supporters of GroceryAid and hold a Gold Award which recognises our participation. Two of our employees are GroceryAid Ambassadors to ensure an internal commitment to this partnership through participation at GroceryAid events and fundraising opportunities.



HARIBO UK has worked with the people of Yorkshire for over 50 years, and we look forward to working and having fun with them for generations to come. That's why schemes such as apprenticeships and colleague development are so important to keep investing in our family of sweet-makers.

James Farrell, People Development & Culture Manager at HARIBO UK

Favourite Product?
It has to be the SodaTwist Zing, so fizzy



HARIBO in the Community

HARIBO exists to create moments of childlike happiness – both through our products and through the relationships we have with our communities. This is why we are committed to several different partnerships in our local area to support good causes and bring generations together.



HARIBO HAPPINESS TOGETHER FUND
In 2021, alongside the Community Foundation Wakefield District, we launched the HARIBO HAPPINESS TOGETHER FUND. The aim of the fund is to tackle loneliness and improve welfare and wellbeing of people in the local community through intergenerational projects and events.

This year, HARIBO UK has revealed several charities it's supporting to help tackle loneliness in the heart of Yorkshire.



“We have worked alongside HARIBO UK for over 15 years and are incredibly grateful for its ongoing support. Because of HARIBO UK, we are able to keep caring for families when they need us most.”
Clair Holdsworth
CEO of
Martin House

Martin House Children's Hospice
For over 15 years, HARIBO UK has supported Martin House Children's Hospice, an organisation that provides family-led hospice care, free of charge, for children and young people with life-limiting illnesses. This historic partnership connects to the heart of our mission at HARIBO: creating moments of childlike happiness.

This year, HARIBO UK sponsored Martin House's two headline annual events – the Glitter Ball and the Dragon Boat Race.

- The 2023 Glitter Ball raised over **£160k**.
- The 2023 Dragon Boat Race raised over **£100k**.

HARIBO in the Community

Local collaborations

In 2023, HARIBO UK started a collaboration with Castleford Tigers and our existing charity partner Martin House Children’s Hospice, offering young people and their families the opportunity to watch live Rugby League games during the 2023 season to create memorable moments and share happiness.



Did you know?

HARIBO UK sponsored the Large Business Apprentice category of the 2022 West Yorkshire Apprenticeship Awards and our Managing Director, Jon Hughes, is on the judging panel for the Wakefield Business Awards for the second year.

Retail Charity

Each of our retail stores supports a local charity of their choice. We like to make a positive impact wherever we are through our commitments to longer-term charitable partners.

Education

For us, a big part of community engagement is about investing in the next generation and raising awareness about all the opportunities for their future. It’s why Jon Hughes is a Trustee at Castleford Academy Trust. The Trust currently comprises of five academies - two secondary and three primary schools within the Wakefield District.

Our Products

As HARIBO UK has grown and developed over the years in Yorkshire and across the UK, so have our products!

The highest product quality and personal passion is what we have focused on from day one. These two qualities were applied in the UK in the 90s when HARIBO entered the UK sweet confectionery market with a new concept of a sharing bag including consumers' favourite product pieces that were different in flavour and texture. Our two most popular products follow this principle: Starmix and Tangfastics – sweet and sour sharing bags with the favourite Pick'n'Mix lines at that time. The product pieces that made the mix are still the same today!

Pontefract Cakes

A traditional favourite, HARIBO Pontefract cakes are soft in texture with a liquorice flavour and have been enjoyed for over 250 years!

In the 18th century, the Dunhill family rented land in Pontefract Castle to grow liquorice plants. That is why the castle is embossed on each individual cake.



Did you know?

Each individual market has products designed specifically for local tastes. This is why you will find different HARIBO products when you go abroad.

Did you know?

Across the range, HARIBO's products are lower in sugar than its major competitors. This includes a number of reduced sugar products, including market-leader, Funtasia.



To this day, we continue to innovate in each of the HARIBO markets to serve the sweet needs of the local consumer, giving them choice and variety in their favourite treats.

In the UK, we have a vast product range to ensure our offerings suit all with our vegan & vegetarian, halal or sugar reduced products. 80% of our products distributed in the UK are produced at our two Yorkshire sites to ensure we meet the consumer needs in the UK market.

HARIBO offers choice of the highest quality: whether sweet or sour, soft or chewy, share or mini bags, gifting or seasonal products. HARIBO offers "childlike happiness" through our products to suit kids and grown ups throughout all occasions in the year.

Starmix

Following HARIBO's full acquisition of Dunhills in 1994, we set about revolutionising the UK's sweets market by creating our own unique mixes and bringing family favourites into one bag. And so, in 1995, Starmix was launched.

Nearly 30 years later, Starmix is still enjoyed the world over, with its iconic treats providing moments of childlike happiness to millions.

Starmix is a great mix of iconic fruit and cola gummy sweets, featuring the ever popular Bears, Rings, Fried Eggs, Heart Throbs and Cola Bottles.

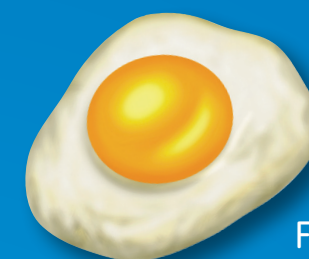


Whilst the design has changed, the product pieces and flavours are still the same as they were back in 1995

Did you know?
Starmix is 23% lower in sugar than competitors



Goldbears: The original, iconic HARIBO gummy sweet, was first developed over 100 years ago.



Fried Egg: The Egg-ceptional combination of soft foam and fruit gummies. Definitely not a UFO!



Heart Throbs: As well as being one of our most popular lines over Valentine's Day Celebrations, couples use them year round at their weddings too.



Cola Bottles: Quenching the thirst for adventure since 1965.



Rings: Have been used by spontaneous romantics to propose before they have a ring



Starmix on the screen

In September 2022, Channel 4's "The Secret World Of... Sweets" featured Starmix. Here's what it had to say:

"In 1995, HARIBO changed the face of sweets with a blend of gummies tailored to the British market... These squidgy delights were softer than anything else the market could offer, and crafted using unique recipes to create colourful fruity gums and meringue like foam. They could even combine the textures to make creative gummy mash ups. And they were as cheap as penny sweets from the pick n mix."

Jon Hughes: "Starmix came about because we had a really successful product range in what we call our count line – 1p, 2p, 5p sweets. And we had an idea of how we could take the most popular of those sweets and mix them in a bag. That's why Starmix is called Starmix. It's because of its mix of star products and bestsellers."

Marketing and Advertising

HARIBO sweets always aim to raise a smile. From the famous slogan “Kids and grown-ups love it so, the happy world of HARIBO”, which has been part of the brand’s TV advertising since it launched in 1994, right through to the most recent award-winning creative campaigns that showcase adults talking to each other with kids’ voices!

Each advert celebrates our inner child by capturing the happy and playfulness within us all, bringing to life the fun and childlike enthusiasm that people have for HARIBO. **In Yorkshire, we developed our idea of the iconic kids voices advert campaign that is now used and enjoyed all over the world.**



“In 2022, the UK confectionery industry was worth £3.8bn, of which HARIBO UK was a significant part. I congratulate HARIBO UK for its 50 years in Yorkshire, and look forward to working with them over the next 50!”

Karen Betts,
CEO Food and
Drink Federation



Throughout the year, we keep our products varied and exciting, with seasonal and limited edition ranges including our Valentine’s Day Heart Throbs, Easter Jelly Bunnies, and spooky Sour Skeletons at Halloween.

Although we love our sweets for giving, sharing, and celebrating the good times, there are moments when customers want a treat on their own. Our handy, portion-sized mini packs are perfect for those occasions.

At a time of growing coverage on public health, it is important we’re honest and open about how our sweets are best enjoyed. Our mini packs promote responsible portion sizes - we know that parents value these mini packs for helping children portion control.

Clear communication around our products, and promoting sensible portion sizes are important to our sector as a whole, and it’s why we work with stakeholders across government and industry on key issues to make sure we are collaborating and contributing to positive change.



Favourite Product?
It has to be Starmix, a true classic!

“HARIBO’s brand purpose is to create moments of childlike happiness for everyone and always has been. This is what HARIBO is all about to this day. Its purpose is universal and helps us create impactful communications in a responsible but entertaining way across all of our marketing campaigns.”

Phil Murphy,
Head of Marketing
HARIBO UK



The Environment

Our packaging is also really important to us and something we're constantly looking to update and improve. HARIBO UK has the clearest back of pack labelling across the industry and we use the best flexible material currently available: Polypropylene (PP). It's full recyclable and compared to polyethylene terephthalate (PET), it costs **27%** less energy to produce, recovers **88%** more energy during recycling, and weighs **19%** less which results in lower carbon emissions in transport.

HARIBO UK recognises the importance of making decisions for the long-term to ensure happiness now and for future generations. This means making positive and impactful contributions to our society, our communities and to the planet. We stand ready to support a comprehensive recycling scheme. We continue to explore ways of reducing our overall footprint, whether through packaging, energy usage or other important environmental considerations.

Stats at a glance

- > 90%: How much of HARIBO's packaging is recyclable.
- 4 years: Zero waste to landfill.
- 41%: Scope 1 and 2 emissions cut in 2019 from 2022.

Packaging

Over 90% of HARIBO UK's packaging can be recycled, with all packaging featuring clear recycle and littering communication. As a member of WRAP's "UK Plastics Pact", we have a clear plan to reduce the amount of packaging we use to safely package our products.



THE UK PLASTICS PACT

What is the UK Plastic Pact?

HARIBO UK is a member of The UK Plastics Pact, a collaboration organised by WRAP. Members are at the forefront of generating fundamental change in the way we design, produce, use, re-use, dispose and reprocess plastics.

Energy Sourcing

As part of the FDF's Climate Change Agreement, all of our electricity supply comes from renewable sources. We have also installed a sophisticated monitoring system designed to analyse our energy use and make us become more energy efficient and environmentally friendly.

Favourite Product?

It has to be a traditional product, a bag full of smiling Goldbears

We continuously work to reduce our environmental impact across all facets of our operations, so that future generations can enjoy moments of childlike happiness for years to come.

Frank Windmann
Works Director
HARIBO UK

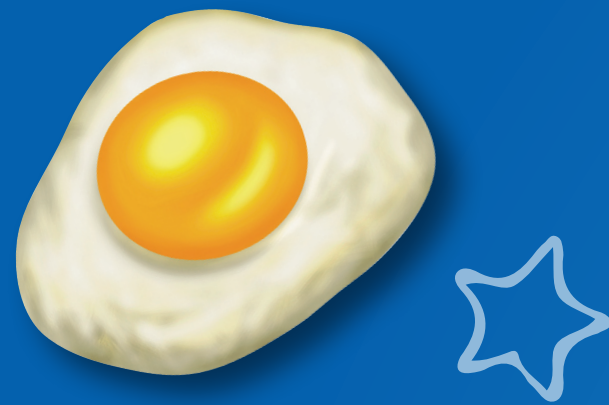


Carbon Reductions

From 2019 to 2022, HARIBO UK cut its overall scope 1 and 2 emissions by **41%**. We continue to work to reduce the emissions within our direct control.

Transport

We strive to reduce our emissions from our employees' transport. This includes implementing a comprehensive cycle-to-work scheme; introducing Plug-In Hybrid and Electric Vehicle into our company car scheme; offering Electric Vehicle charging pods for colleagues to use; and collaborating with our distributors to work towards reducing their own emissions.



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Let's stay
connected



HARIBO UK at a glance



Our Commitment to Yorkshire

HARIBO has called Yorkshire its home for over 50 years. During that time we have continuously invested into the local area and our two Yorkshire sites, and will continue to develop and invest in Yorkshire in the future. Here is to the next half a century!



£94m invested in Castleford site since 2015



HARIBO is all about Choice

We have over 30 different products in our range including vegan and vegetarian, halal and sugar reduced products.



Our Investment in our Team

We have a team of 600 sweet makers at Pontefract and Castleford and a further 80 colleagues across the UK in our retail stores. Our people are important to us - They are at the heart of HARIBO UK.



HARIBO is proud of our partnerships: we work with groups such as FDF and ISBA to support the interests of our industry, and organisations like WRAP to tackle the issue of plastic waste.



Responsibility as a manufacturer

As a responsible manufacturer, we provide clear communication on our product packs and offer a vast range of different pack sizes. All of our Marketing campaigns are created in an impactful but responsible way.



WOW!

Our Commitment to our Community

HARIBO UK is all about creating moment of childlike happiness which we also share in our local community through various partnerships supporting good causes and bringing generations together.

