

2024 Edition

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 Rlegel 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.



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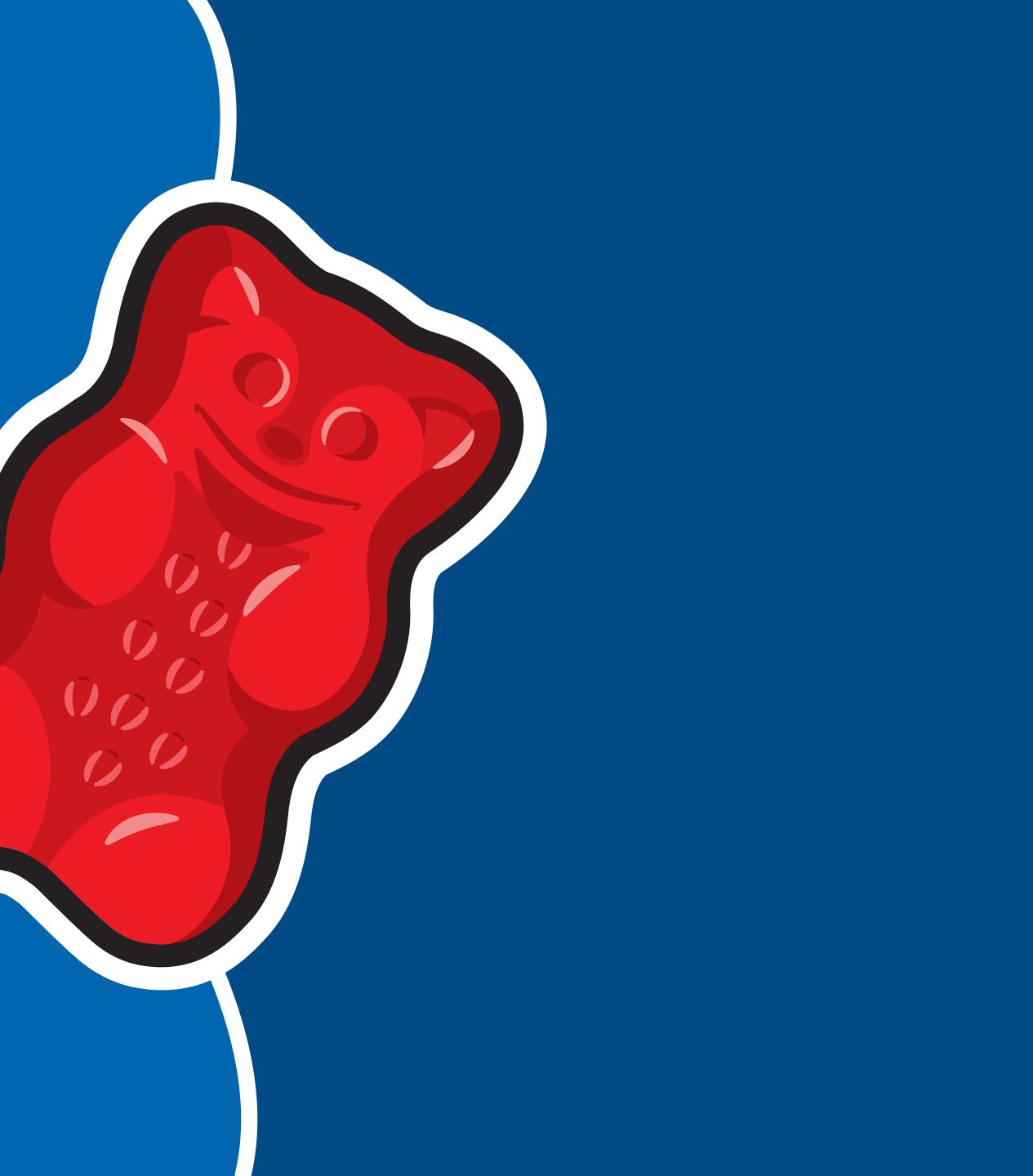
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Bring moments of happiness to your adventure!





GIFTING

Giant Roulette | 225 g

The colour ful HARIBOGiant Roulette MultiFlavours is back!

The appealing new version of the Giant Roulette Travel Edition is bright on the eye and bursting with flavour. Inside the handy XXL tube you will find five iconic and beloved Mega Roulette rolls - cola, fruit and sour.

The mix of flavour choices ensures everyone gets theirfavouriteandtheconvenienceof5individually wrapped Mega Roulettes makes Giant Roulette perfect for sharing.

The sturdy tube is easily stored in a pocket or bag and keeps the flavours fresh on even the longest journey!





GIFTING

Travel Parade Gifting | 200 g

The new Haribo Travel Parade Gifting is the perfect travel companion for all the family!

Sharing across the journey is made even easier with the convenience of two Travel Parade 100 g bags - and it even has an entertaining memory game to help pass the journey.

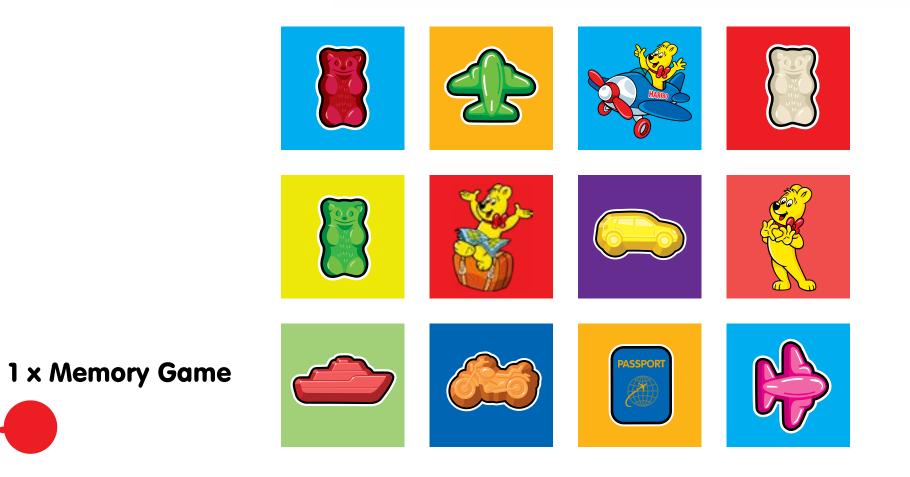
The Travel Parade experience of flavours and fun is stored safely in in a sustainable and stylishly colourful cotton bag that is perfect to use as passport holder or as a handy little storage bag.



2 x Travel Parade 100 g









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.





10 x Goldbears mini bags | 12 g



Available in five bright colours









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!







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, themotorbike, 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!







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 more than 100 years, with its unmistakable fruit flavours of strawberry, raspberry, apple, lemon, orange and pineapple.

HARIBO Goldbears - the ultimate fruit jelly.







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.







SHARING

Peaches | 750 g

These two-toned, sugardusted Peaches have beencarefullytendedfortheperfectconsistency 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!









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.









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 yourselftotheuniquefruityfunofHARIBO Tropifrutti: sweet exotic jelly sweets in passion fruit, melon, mango, mandarin, banana, pineapple and pomegranate flavours.









SHARING BAG

Goldbears	450 g
Tropifrutti	450 g
Starmix	450 g

Tangfastics 425 g

Peaches 450 g

















VEGGIE

SHARING BAG Pico-Balla | 425 g The Smurfs | 425 g Lakritz Schnecken | 450 g

















PARTY SIZE

Pick & Party 748 g

The first HARIBO pouch mix minis with rich and coloured assortment 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.





Happy-Cola mini bags | 12 g



Roulette Happy-Cola | 25 g





Roulette | 25 g



Tropifrutti Mini bags | 12 g

Starmix Mini Bags 25 g

Starmix

• • • • • • • • • • • • •

Goldbears mini bags | 12 g

Goldbären





PARTY SIZE

DuoPack Sour Haribo & MAOAM | 653 g

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

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 HARIBO & MAOAM Duo Pack Sour offers a tangy taste experience for everybody!

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







Roulette Fizz | 25 g











CHECK-OUT SNACKING

Pouch | 220 g / 250 g

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

The 220 g / 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.









Explore the colourful world out there!







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.









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.









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HARIBO NEW

GIFTING

Travel Parade Gifting | 200 g

The new Haribo Travel Parade Gifting is the perfect travel companion for all the family!

Sharing across the journey is made even easier with the convenience of two Travel Parade 100 g bags - and it even has an entertaining memory game to help pass the journey.

The Travel Parade experience of flavours and fun is stored safely in in a sustainable and stylishly colourful cotton bag that is perfect to use as passport holder or as a handy little storage bag.



2 x Travel Parade 100 g











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!









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.











SHARING BAG

Travel Parade Goldbears Starmix Tropifrutti Happy-Cola

450 g 450 g 450 g 450 g 450 g





PARTY SIZE

Friends & Party 649 g

A 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!



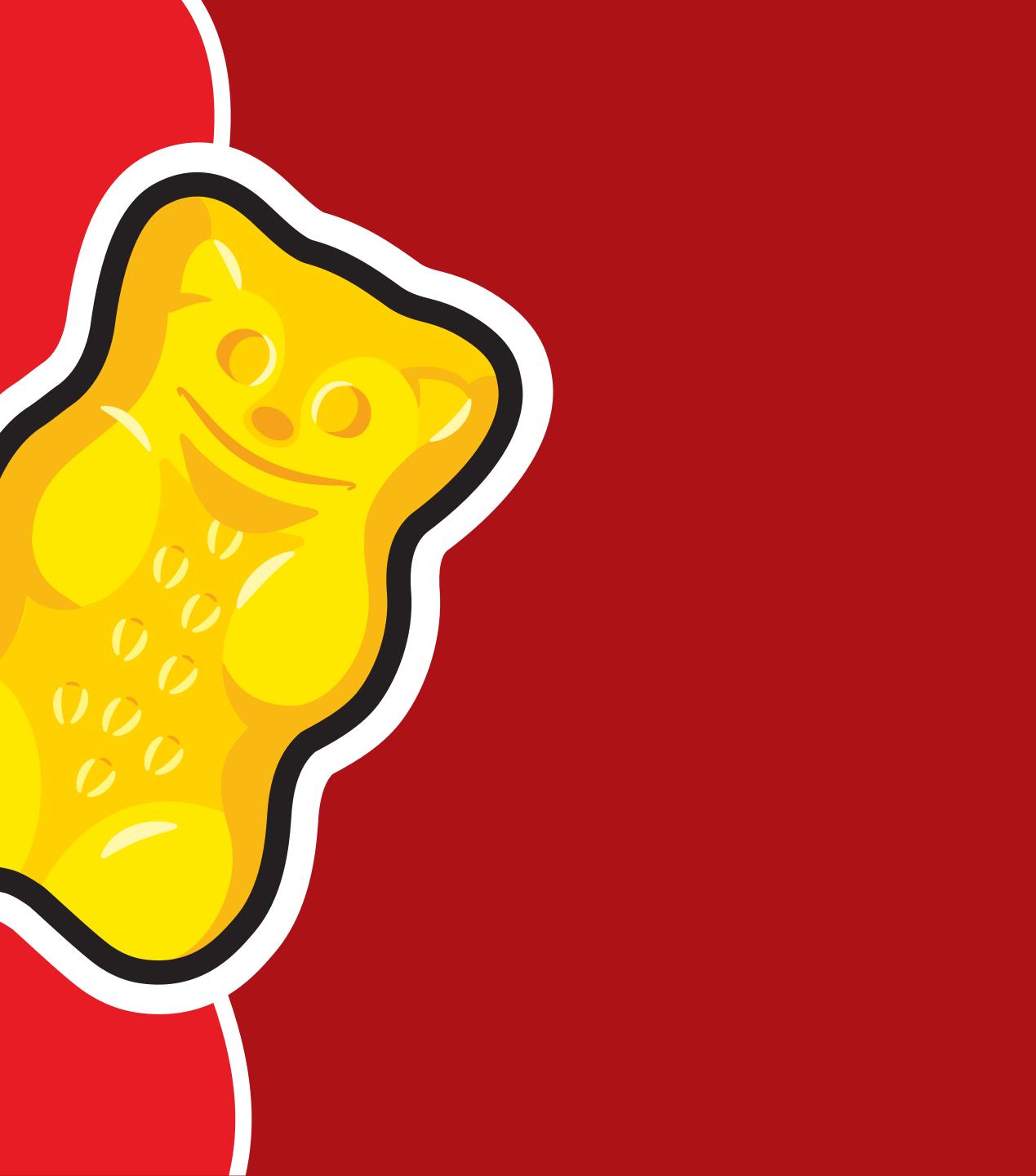






Share the unmistakable great taste!





GIFTING

Travel Parade Gifting | 200 g (7.1 OZ)

The new Haribo Travel Parade Gifting is the perfect travel companion for all the family!

Sharing across the journey is made even easier with the convenience of two Travel Parade 100 g bags - and it even has an entertaining memory game to help pass the journey.

The Travel Parade experience of flavours and fun is stored safely in in a sustainable and stylishly colourful cotton bag that is perfect to use as passport holder or as a handy little storage bag.



2 x Travel Parade 100 g









HARIBO !

GIFTING

Share The Adventure US BOX 339 g (11.9 OZ)

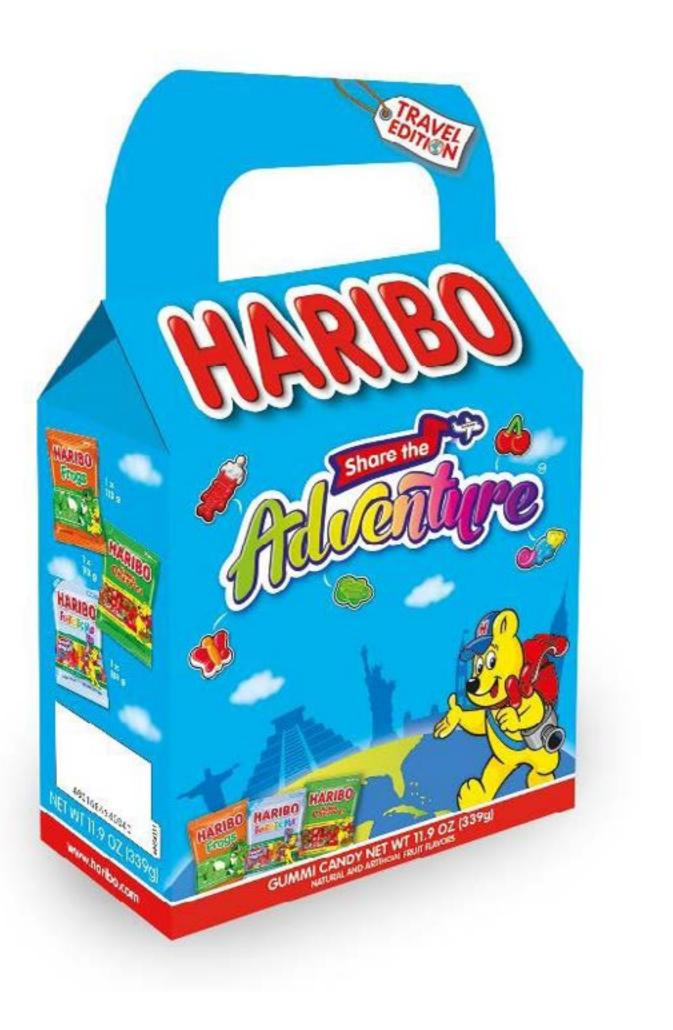
Haribo's exclusive box for the US market – a box full of flavours, adventures and happiness for all ages!

The Share the Adventure box presents a range of three lively fruit gum flavours, giving a choice of tastes and shapes to satisfy the whole family: Frogs 113 g (4 OZ), Happy Cherries 113 g (4 OZ) and Funtastic Mix 113 g (4 OZ). Share the Haribo flavour adventure and bring added fun to the journey with a series of games on the box.



Happy Cherries 113 g (4 OZ)









Frogs | 113 g (4 OZ)

Funtastic Mix | 113 g (4 OZ)





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!







HAKIBU

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.







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, themotorbike, the campervan... without for getting 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!







SHARING

Pouch | 220/250 g (7.7/8.8 OZ)

Our HARIBO pouches are entering the US market!

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!







Happy Cola | 250 g (8.8 OZ)





Discover our cheerful, colourful world!

HARIBO LOGISTIC DATA





	THE ORIGINALS										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES			
	HARIBO Giant Roulette Multi Flavours 225 g	5	10051847	GIANT ROULETTE MULTI FLAVOUR 20 × 225 G	225	104	20	DE-GB-FR-ES-IT-NL			
	HARIBO Travel Parade Gifting Item 200 g	6	n/a	TRAVEL PARADE GIFTING ITEM 200 G	200	n/a	20	n/a			
GIFTING	HARIBO Candy Tin 120 g*	7	10021472	GOLDBEAR CANDY TIN 18 TN 120 G	120	90	18	DE-GB-FR-IT-ES-PT-DK/N-GR-RUS			
	HARIBO Golbear Shape Box 450 g	8	10002239	GOLDBEARS SHAPE BOX 10 DS 450 G (V1)	450	60	10	DE-GB-ES-IT-GR-RUS-PT			
	HARIBO Golbear Shape Box 450 g	8	10002261	GOLDBEARS SHAPE BOX 10 DS 450 G (V2)	450	60	10	DE-FR-GB-NL-CZ-HK-PL			
	HARIBO Travel Parade 700 g	9	10045084	TRAVEL PARADE 10 SUB 700 G	700	63	10	DE-GB-FR-ES-IT-DK-NO-RUS-GR-PT			
	HARIBO Goldbears 750 g	10	10041736	GOLDBEARS 10 SUB 750 G	750	63	10	DE-GB-FR-IT-ES-DK-NO-GR-PT-PL-RU			
CHADING	HARIBO Twin Snakes 700 g	11	10037137	TWIN SNAKES 10 SUB 700 G	700	63	10	DE-GB-FR-IT-ES-DK/N			
SHARING	HARIBO Peaches 750 g	12	10039649	PEACHES 10 SUB 750 G	750	63	10	DE-GB-FR-ES-IT-DK-NO-RUS-GR-PT			
	HARIBO Starmix 750 g	13	10041575	STARMIX 10 SUB 750 G	750	63	10	DE-GB-FR-ES-IT-DK/N-RUS-GR-PT			
	HARIBO Tropifrutti 750 g	14	10041574	TROPIFRUTTI 10 SUB 750 G	750	63	10	DE-FR-GB-IT-ES-DK-NO-PT-RUS-GR			

*Split of colours inside the case: 5 red, 5 green, 3 yellow, 2 orange, 3 raspberry







	THE ORIGINALS											
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES				
	HARIBO Goldbears 450 g	15	10046242	GOLDBEARS 15 BT 450 G	450	80	15	DE-GB-FR-ES-IT-CZ-NL-PL-DK-NO				
	HARIBO Tropifrutti 450 g	15	10046235	TROPIFRUTTI 15 BT 450 G	450	80	15	DE-GB-FR-ES-IT-CZ-GR-NL-DK-NO-PL				
	HARIBO Starmix 450 g	15	10046203	STARMIX 15 BT 450 G	450	80	15	DE-GB-FR-ES-IT-CZ-GR-NL-PL-DK-NO				
SHARING	HARIBO Tangfastics 425 g	15	10046703	TANGFASTICS 17 BT 425 G	425	80	17	DE-GB-FR-ES-IT-CZ-NL-DK-NO				
BAG	HARIBO Peaches 450 g	15	10046708	PEACHES 17 BT 450 G	450	80	17	DE-GB-FR-ES-IT-CZ-GR-NL-PL-DK-NO-RUS				
	HARIBO Pico Balla 425 g Veggie	16	10044213	PICO-BALLA 15 BT 425 G	425	72	15	DE-GB-FR-ES-IT-CZ-GR-NL-PL-DK-NO				
	HARIBO The Smurfs 425 g Veggie	16	10045400	THE SMURFS 15 BT 425 G	425	80	15	DE-GB-FR-ES-IT-CZ-GR-NL-DK-NO-RUS				
	HARIBO Lakritz Schnecken 450 g Veggie	16	10046245	ROTELLA LAKRITZ 15 BT 450 G	450	80	15	DE-GB-FR-ES-IT-CZ-GR-NL-PL-DK-NO-HU				







	THE ORIGINALS										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES			
PARTY SIZE	HARIBO Pick & Party Pouch 748 g	17	10043764	PICK & PARTY 10 SUB 748 G	748	30	10	GB-DE-DK/N-ES-FR-GR-IT-NL-PT-RUS			
	HARIBO Duo Pack Sour - HARIBO & MAOAM 653 g	18	10049845	DUO PACK SOUR 10 SUB 653 G	653	30	10	GB-DE-FR-IT-ES-NL-DK/N-PT-GR			
CHECK	HARIBO Goldbears Pouch 250 g	19	10045534	GOLDBEARS 10 SUB 250 G	250	112	10	DE-GB-DK/N-FR-ES-RUS			
OUT/ SNACKING	HARIBO Starmix Pouch 250 g	19	10045540	STARMIX 10 SUB 250 G	250	112	10	DE-GB-DK/N-FR-ES-RUS			
	HARIBO Happy-Cola Pouch 250 g	19	10045519	HAPPY COLA 10 SUB 250 G	250	112	10	DE-GB-DK/N-FR-ES-RUS			
	HARIBO Travel Parade Pouch 220 g	19	10045277	TRAVEL PARADE 10 SUB 220 G	220	112	10	DE-GB-DK/N-FR-ES-RUS-NL			







NORDICS RANGE										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES		
	HARIBO Giant Dummies 700 g	21	10039737	GIANT DUMMIES 10 BG 700 G	700	63	10	DK/N-FIN-SE-GB-DE-ES-PT-IT-FR-NL		
SHARING	HARIBO Sailor Mix 700 g	22	10034454	SAILOR MIX 10 BG 700 G	700	#ERROR!	10	DE-GB-E-I-DK/N-P-GR-RUS		
	HALAL RANGE									
	HARIBO Travel Parade Gifting Item 200 g	24	n/a	TRAVEL PARADE GIFTING ITEM 200 G HA- LAL	200	n/a	20	GB-FR-ARB		
GIFTING	HARIBO Goldbear Shape Box 450 g	25	10049062	GOLDBEARS SHAPE BOX 8 BX 450 G HALAL	450	108	8	GB-FR-ARB		
SHARING	HARIBO Starmix Pouch 300 g	26	10052032	STARMIX DOYPACK 12 BG 300 G HALAL	300	112	12	GB-FR-ARB		
	HARIBO Golbears Pouch 300 g	26	10052036	GOLDBEARS 12 BG 300 G HALAL	300	112	12	GB-FR-ARB		
	HARIBO Travel Parade Pouch 300 g	26	n/a	TRAVEL PARADE 12 BG 300 G HALAL	300	112	12	GB-FR-ARB		







HALAL RANGE										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES		
	HARIBO Happy-Cola Pouch 300 g	26	10052035	HAPPY-COLA 12 BG 300 G HALAL	300	112	12	GB-FR-ARB		
SHARING	HARIBO Tropifrutti Pouch 300 g	26	10052033	TROPIFRUTTI 12 BG 300 G HALAL	300	112	12	GB-FR-ARB		
	HARIBO Travel Parade 450 g	27	n/a	TRAVEL PARADE PARADE 15 BG 450 G HA- LAL	450	80	15	DE-GB-FR-ARB		
CHADING	HARIBO Goldbears 450 g	27	10043646	GOLDBEARS 15 BG 450 G HALAL	450	80	15	DE-GB-FR-ARB		
SHARING	HARIBO Starmix 450 g	27	10043357	STARMIX 15 BG 450 G HALAL	450	80	15	DE-GB-FR-ARB		
BAG	HARIBO Tropifrutti 450 g	27	10043680	TROPIFRUTTI 15 BG 450 G HALAL	450	80	15	DE-GB-FR-ARB		
	HARIBO Happy Cola 450 g	27	10043648	HAPPY-COLA 15 BG 450 G HALAL	450	80	15	DE-GB-FR-ARB		
PARTY SIZE	HARIBO Friends & Party 649 g	28	10048776	FRIENDS & PARTY 12 BG 649 G HALAL	649	48	12	DE-GB-FR-ARB		







FDA RANGE										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CAS- ES/PAL	PCS/ CASE	LANGUAGES		
	HARIBO Travel Parade Gifting Item 200 g	30	n/a	TRAVEL PARADE GIFTING ITEM 200 G FDA	200 g (7.1 OZ)	n/a	20	GB FDA COMPLIANT		
GIFTING	HARIBO Share the Adventure US Box 339 g	31	10051310	SHARE THE ADVENTURE US BOX 12 PC 339 G FDA	339 g (11.9 OZ)	40	12	GB FDA COMPLIANT		
	HARIBO Goldbear Shape Box 450 g	32	10002294	GOLDBEARS SHAPE BOX 10 PC 450 G FDA	450 g (15.9 OZ)	60	10	GB FDA COMPLIANT		
	HARIBO Twin Snakes 700 g	33	10037137	TWIN SNAKES 10 BG 700 G FDA	700 g (24.7 OZ)	63	10	GB FDA COMPLIANT - PT		
SHARING	HARIBO Travel Parade 700 g	34	10045084	TRAVEL PARADE 10 BG 700 G FDA	700 g (24.7 OZ)	63	10	GB FDA COMPLIANT - PT		
	HARIBO Travel Parade 220 g	35	10045277	TRAVEL PARADE 10 BG 220 G FDA	220 g (7.7 OZ)	112	10	GB FDA COMPLIANT - PT		
	HARIBO Happy-Cola Pouch 250 g	35	10045519	HAPPY-COLA 10 BG 250 G FDA	250 g (8.8 OZ)	112	10	GB FDA COMPLIANT - PT		









MAOAM is an innovative, fruity chew - without gum - candy company which was founded in Germanyin1931.1986,theHARIBOconfectionery acquires the MAOAM trademark.

MAOAM is now part of the HARIBO assortment. 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.







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!







MAOAM										
	PRODUCT	PAGE	SAP CODE	DESCRIPTION	NET WEIGHT/ BAG (G)	CASES/PAL	PCS/CASE	LANGUAGES		
GIFTING	MAOAM Mega Bloxx 528g	45	10042199	MAOAM MEGA- BLOXX 16 BG 528 G	528	72	16	DE-GB-FR-ES-IT-P GR-DK/N-RUS-FIN SE-NL		
SHARING	MAOAM Maomixx 750g	46	10043755	MAO MIX 10 BG 750 G	750	30	10	DE-GB-FR-ES-PT-I CZ-GR-NL-PL-DK/		

MAOAM LOGISTIC DATA









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