



SINCE 1851

E. Wedel



**PRODUCT
CATALOGUE**

2026



ABOUT US

QUALITY & TRADITION

E. Wedel is a true love brand for Polish consumers and a must-stock choice for retailers in Poland. We are also a sales leader across multiple confectionery segments nationwide.

We are one of the oldest chocolate brands in Poland, offering a wide range of high-quality confectionery - from chocolate bars and pralines to sweet foam covered with chocolate, candy bars and sweets. Our chocolate is crafted from carefully selected ingredients, including premium cocoa beans that deliver its distinctive, deep flavour.

Our factory has been based in Warsaw since the early days of the brand, operating at its historic site since the 1920s. This is where iconic products such as Ptasi Mleczko® and E.Wedel chocolate have been made for decades.

PRODUCTION IN THE HEART OF POLAND



E.WEDEL

175 YEARS OF HISTORY

Founded in 1851, E.Wedel began when Karol Wedel opened his first confectionery shop on Miodowa Street in Warsaw, quickly winning customers with specialties such as drinking chocolate. In 1930, the brand opened a chocolate factory in Warsaw's Praga district and expanded its portfolio with iconic products including Ptasię Mleczko®, becoming recognised in Poland and abroad. After WWII and decades of state control, the E.Wedel brand returned in 1989 during privatization. Today, as part of Japan's Lotte Group, E.Wedel continues to honour its Warsaw roots while creating chocolate enjoyed by generations.



1851

175 YEARS OF HISTORY
AND BUSINESS
CONTINUITY

SINCE 1851
E.Wedel

1872

EMIL WEDEL INTRODUCED
HIS SIGNATURE ON E.WEDEL
PRODUCTS - A TRADITION WE
CONTINUE TO THIS DAY



1936

PRODUCTION OF
PTASIE MLECZKO®
SWEET FOAM COVERED
IN CHOCOLATE BEGINS



2010

E.WEDEL BECAME
PART OF THE LOTTE
GROUP

MODERN FACTORY

E.Wedel's Warsaw factory combines a century-long heritage with a forward-looking, innovation-driven approach. In recent years, the site has undergone major upgrades focused on increasing production capacity and efficiency, including modernisation of technical infrastructure, optimisation of production processes, and the launch of new product and packaging R&D laboratories to accelerate and flexibly implement new concepts. The factory's development is supported by continued investments and long-term growth plans, alongside a stronger focus on sustainability and ESG-aligned operations.



10 000 m²

OF FACTORY SPACE



1200

EMPLOYEES
CURRENTLY EMPLOYED
BY THE COMPANY



>40 k

TONNES OF SWEETS
PRODUCED EACH YEAR



ESG AND QUALITY

High quality is part of our philosophy. The production processes are strictly controlled and certified. The highest quality of Wedel products has its origins from the very existence of the E.Wedel brand. Jan Wedel - the grandson of the company's founder, was very restrictive in the area of hygiene in the factory, but also personally supervised each transport of cocoa beans. He examined the samples, assessed their ripeness and quality, and decided which type of chocolate to use for a given grain.

CERTIFICATES

Quality and food safety are confirmed by certificates and supported by controls at every stage of production, in line with strict hygiene standards. Certification remains a key priority across our supply chain and manufacturing processes.



OUR COCOA BEANS FROM GHANA

From the very beginning, E.Wedel products have been made with cocoa from Ghana. This cocoa beans are valued for their high quality, and the resulting cocoa powder has a chocolate flavour. Perfect for drinking as well as for baking and all kinds of desserts. It gives dishes a unique, unforgettable taste.

Ghanaian cocoa is known around the world for the unique characteristics of its flavour. They are often described as rich and complex, with distinct floral, nutty and sometimes even fruity notes.

Unlike other origin countries where cocoa is dried by mechanical heating process, the Ghanaian farmer dries his produce using natural rays of the sun, as beans are evenly spread on raised bamboo mats. Turning is regular, and every part of the beans is exposed to the sun's rays. Coupled with complete fermentation, Ghana cocoa beans diffuse the best natural chocolate aroma and a perfect dry brown colour appearance.

Ghanaian cocoa beans have established a reputation as the ingredient of preference for quality-oriented chocolate manufacturers.



CAFÉS

E.WEDEL CHAIN

Pijalnie Czekolady E.Wedel is a chain of 30+ elegant cafés in Poland where customers can enjoy a wide variety of chocolate-based treats and beverages, all made with E.Wedel's signature chocolate. These venues offer a cosy and stylish atmosphere, perfect for savouring hot chocolate, cakes, pralines, and other sweet delicacies.

The menu includes classic chocolate drinks, as well as more creative options like chocolate fondue, desserts with fruit, and artisanal chocolates.

The Pijalnie Czekolady E.Wedel concept combines E.Wedel's long tradition of chocolate making with a modern café experience, making it a popular destination for both locals and tourists looking for an indulgent, high-quality treat.

WE ARE PRESENT IN THE MAJOR CITIES IN POLAND AND WE START TO BUILD THE INTERNATIONAL PRESENCE:



CHOCOLATE

FACTORY MUSEUM

E.WEDEL

The Chocolate Factory Museum E.Wedel, located at the historic E.Wedel factory in Warsaw, offers visitors a unique glimpse into the rich heritage of Poland's most famous chocolate brand.

The E.Wedel Chocolate Factory Museum officially opened on 4 September 2024 (International Chocolate Day). It welcomed 20,000+ visitors in its first month and around 350,000 within a year. The experience is multisensory and interactive (touch, taste, aromas, multimedia) and uniquely combines an exhibition space with a production area, allowing visitors to see the factory in operation. Key themes include E.Wedel's history, the chocolate-making process, sensory and interactive zones, design and packaging, and the production line.



2024

OPENING OF THE
E.WEDEL CHOCOLATE
FACTORY MUSEUM



8 000 m²

OF FACTORY SPACE
AND INTERACTIVE
MUSEUM



350 tys.

VISITORS IN THE
MUSEUM'S FIRST YEAR
OF OPERATION



DARK CHOCOLATE TABLETS

Dark chocolate from E.Wedel is one of the brand's most iconic products, known for its rich, intense flavour and high cocoa content. This dark chocolate has been a staple in Polish households for generations, appreciated for its smooth texture and perfectly balanced bitterness. Made from carefully selected cocoa beans, it offers a deep, robust taste that appeals to chocolate purists.



LOGISTIC DATA

no. of pieces in the box:	22
no. of boxes on the pallet:	234
product shelf life (months):	20



DARK CHOCOLATE
80% - COCOA
80 G



DARK CHOCOLATE
64% - COCOA
90 G



DARK CHOCOLATE
50% - COCOA
90 G

LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	234
product shelf life (months):	12



DARK CHOCOLATE
COCONUT 100 G



DARK CHOCOLATE
ESPRESSO 100 G



DARK CHOCOLATE
CRÈME BRÛLÉE 100 G



DARK CHOCOLATE
PANNA COTTA 100 G
Alcohol-containing filling



DARK CHOCOLATE
TIRAMISU 100 G
Alcohol-containing filling



DARK CHOCOLATE
STRAWBERRY 100 G
Alcohol-containing filling



DARK CHOCOLATE
CHERRY 100 G
Alcohol-containing filling

LOGISTIC DATA

no. of pieces in the box:	21
no. of boxes on the pallet:	234
product shelf life (months):	9



DARK CHOCOLATE 90 G
WITH PIECES OF
HAZELNUTS & PEANUTS



DARK CHOCO. 64%
WITH RASPBERRY
45 G



DARK CHOCO. 50%
WITH ORANGE
45 G



DARK CHOCO. 50%
WITH HAZELNUTS
45 G

NEW FLAVOURS - NEW POCKET SIZE 45 G
coming soon 2027

MILK CHOCOLATE TABLETS

E.Wedel milk chocolate offers two formats: solid tablets and tablets with fillings. Solid milk chocolate delivers a smooth, creamy profile and a clean chocolate taste, while filled variants combine the same milk chocolate base with carefully selected centres - from classic sweet notes to fruit-forward flavours such as raspberry, balancing sweetness with a gentle tang. Both options are designed for a consistent, melt-in-the-mouth texture.



LOGISTIC DATA

no. of pieces in the box:	22
no. of boxes on the pallet:	234
product shelf life (months):	17



MILK CHOCOLATE 90 G



CARAMEL WHITE CHOCOLATE 80 G

LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	234
product shelf life (months):	12



MILK CHOC. WITH RASPBERRY FILLING 100 G



MILK CHOC. WITH STRAWBERRY FILLING 100 G



MILK CHOCOLATE WITH TOFFEE FILLING 100 G



BAJECZNY FILLED MILK CHOCOLATE 100 G



Alcohol-containing filling

LOGISTIC DATA

no. of pieces in the box:	22
no. of boxes on the pallet:	234
product shelf life (months):	12



EXTRA MILK CHOC. WITH HAZELNUTS 80 G

LOGISTIC DATA

no. of pieces in the box:	22
no. of boxes on the pallet:	234
product shelf life (months):	15



WHITE CHOCOLATE 80 G



LARGE & MIDI MILK CHOCOLATE TABLETS

Our large dessert-inspired milk chocolate tablets bring iconic favourites into a premium chocolate format - Tiramisu, Crème Brûlée, Brownie and Panna Cotta. Each bar combines smooth E.Wedel milk chocolate with a filling developed to reflect the character of the original dessert, delivering a rich, indulgent taste profile in a generous tablet size. A distinctive option for those looking for classic dessert flavours in a modern chocolate format.



NEW FLAVOURS - NEW MIDI SIZE 150 G

LOGISTIC DATA

no. of pieces in the box:	12
no. of boxes on the pallet:	162
product shelf life (months):	12



MILK CHOCOLATE
POPCORN WITH
CRUNCHY POPS
150 G



MILK CHOCOLATE
PEANUTS,
SWEET & SALTY
150 G



MILK CHOCOLATE
JELLIES, PEANUTS
& CRUNCHY POPS
150 G

LOGISTIC DATA

no. of pieces in the box:	12
no. of boxes on the pallet:	162
product shelf life (months):	12



MILK CHOCOLATE
WITH CRÈME BRÛLÉE
FILLING 289 G



MILK CHOCOLATE
WITH PANNA COTTA
FILLING 287 G



MILK CHOCOLATE
WITH TIRAMISU
FILLING 293 G



MILK CHOCOLATE
WITH BROWNIE
FILLING 290 G



CREAMY CHOCOLATE TABLETS

E.Wedel milk and dark chocolates with chocolate filling offer a decadent treat for chocolate lovers. The velvety filling is covered by a milk or dark chocolate, crispy shell. Milk variant delivers a smooth, sweet experience, while the dark chocolate variant delivers a rich, intense flavor that perfectly complements the chocolate filling. Each bite offers a delightful combination of textures and flavors, making these chocolates a luxurious indulgence for any occasion.

LOGISTIC DATA <table border="0"><tr><td>no. of pieces in the box:</td><td>20</td></tr><tr><td>no. of boxes on the pallet:</td><td>234</td></tr><tr><td>product shelf life (months):</td><td>12</td></tr></table>	no. of pieces in the box:	20	no. of boxes on the pallet:	234	product shelf life (months):	12	  CREAMY CHOC. DARK WITH CHOCOLATE FILLING 100 G CREAMY CHOC. MILK WITH CHOCOLATE FILLING 100 G
no. of pieces in the box:	20						
no. of boxes on the pallet:	234						
product shelf life (months):	12						
LOGISTIC DATA <table border="0"><tr><td>no. of pieces in the box:</td><td>12</td></tr><tr><td>no. of boxes on the pallet:</td><td>162</td></tr><tr><td>product shelf life (months):</td><td>12</td></tr></table>	no. of pieces in the box:	12	no. of boxes on the pallet:	162	product shelf life (months):	12	  CREAMY CHOC. DARK WITH CHOCOLATE FILLING 287 G CREAMY CHOC. MILK WITH CHOCOLATE FILLING 287 G
no. of pieces in the box:	12						
no. of boxes on the pallet:	162						
product shelf life (months):	12						
LOGISTIC DATA <table border="0"><tr><td>no. of pieces in the box:</td><td>11</td></tr><tr><td>no. of boxes on the pallet:</td><td>84</td></tr><tr><td>product shelf life (months):</td><td>10</td></tr></table>	no. of pieces in the box:	11	no. of boxes on the pallet:	84	product shelf life (months):	10	 CREAMY MILK CHOC. PRALINES 114 G
no. of pieces in the box:	11						
no. of boxes on the pallet:	84						
product shelf life (months):	10						



PREMIUM CHOCOLATE TABLETS

E.Wedel Premium Milk Chocolate is crafted from a perfect balance of Ghanaian cocoa and milk, delivering a distinctive texture and a rich, smooth taste. Available in two refined variants: classic milk chocolate and milk chocolate with carefully selected, high-quality whole hazelnuts. Both offer an exceptional premium experience. Presented in an elegant large format carton, it is ideal for gifting and a must-have for true chocolate lovers.

LOGISTIC DATA

no. of pieces
in the box: **13**

no. of boxes
on the pallet: **286**

product shelf
life (months): **12**

LOGISTIC DATA

no. of pieces
in the box: **10**

no. of boxes
on the pallet: **240**

product shelf
life (months): **12**

LOGISTIC DATA

no. of pieces
in the box: **13**

no. of boxes
on the pallet: **180**

product shelf
life (months): **15**



**LUKSUSOWA MILK CHOCOLATE
WITH WHOLE HAZELNUTS 100 G**



**LUKSUSOWA MILK CHOCOLATE
WITH WHOLE HAZELNUTS 220 G**



**MLECZNA PREMIUM
MILK CHOCOLATE 220 G**



CHOCOLATE BARS

CHOCO LOVE - delicious bar with a velvety filling coated in milk or dark chocolate - smooth and sweet in the milk variant, rich and intense in the dark.

CRUSH - sweet chocolate snack full of surprising flavour combinations. Irresistibly crispy, perfectly sweet, and full of texture. Crush is the kind of treat you'll want to reach for again and again.

Available in 4 flavours.

LOGISTIC DATA

no. of pieces
in the box: **24**

no. of boxes
on the pallet: **527**

product shelf
life (months): **12**

LOGISTIC DATA

no. of pieces
in the box: **25**

no. of boxes
on the pallet: **544**

product shelf
life (months): **12**



**CHOCO LOVE
MILK CHOCOLATE
45 G**



**CHOCO LOVE
DARK CHOCOLATE
45 G**



**CRUSH MILK
CHOCOLATE
& PRETZEL 25 G**



**CRUSH CARAMEL
CHOCOLATE & SALTED
PEANUTS 25 G**



**CRUSH WHITE
CHOCOLATE
& COCONUT 25 G**



**CRUSH CARAMEL
CHOCOLATE
& POPCORN 25 G**

FILLED CHOCOLATE BARS

E.Wedel countlines are delightful sweet snacks that offer a perfect blend of rich chocolate and delicious fillings, making them an ideal treat for any occasion. With various flavours and textures, these bars cater to every chocolate lover's cravings, providing a satisfying indulgence whether enjoyed on the go or as a dessert.



Where did the name Pawelek come from? The two technologists working on the countline were moms and both had sons named Paul (Paweł in Polish). They decided to name the countline after their children. The Pawelek countline wrote the history of candy bars in Poland.



LOGISTIC DATA

no. of pieces
in the box: **24**

no. of boxes
on the pallet: **527**

product shelf life
(months): **12**



Alcohol-containing
filling



ADVOCAT
BAR 45 G



CREAM
BAR 45 G



DUO COCO
BAR 45 G



DUO CHOCOLATE
BAR 45 G



TOFFEE IN MILK
CHOCOLATE
BAR 45 G



SALTED CARAMEL IN
MILK CHOCOLATE
BAR 45 G



WW CHOCOLATE WAFERS

E.Wedel WW consists of four delicious, crispy nutty wafers coated in smooth milk chocolate. This easy-to-split snack is perfect for sharing or enjoying on the go, making it a delightful treat for any occasion.

In addition to the classic flavour, we also hold tried-and-tested recipes for other WW variants – available on request.



LOGISTIC DATA

no. of pieces in the box:	13
no. of boxes on the pallet:	180
product shelf life (months):	12



WW CHOCOLATE 230 G

LOGISTIC DATA

no. of pieces in the box:	24
no. of boxes on the pallet:	319
product shelf life (months):	12



WW VANILLA STRAWB. ICECREAM WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW ITALIAN CITRUS WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW WAFER IN MILK CHOCOLATE 45 G



WW COCONUT WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW PEANUT WAFER IN MILK CHOCOLATE 45 G



WW SAKURA CHERRY BLOSSOM WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW MANGO STICKY RICE WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW PUMPKIN WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)



WW ORANGE WAFER IN MILK CHOCOLATE 45 G
ON REQUEST (MOQ APPLIES)

LOGISTIC DATA

no. of pieces in the box:	24
no. of boxes on the pallet:	319
product shelf life (months):	12



WW CANDIES 227 G

NOVELTY - WW POUCH

LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	290
product shelf life (months):	12



WW POUCH 25 G
ON REQUEST (MOQ APPLIES)



PRALINES

E.Wedel pralines are a luxurious treat, offering a variety of rich fillings encased in smooth chocolate. Whether filled with velvety creams, liqueurs, toffee and many other flavours, each praline is crafted with the finest ingredients to deliver an indulgent experience. These elegantly packaged pralines make a perfect gift or a special treat for yourself.

Carefully curated assortments ensure there is something to delight every palate, from classic connoisseurs to adventurous chocolate lovers. Inspired by over 175 years of chocolatiers' tradition, E.Wedel pralines combine time-honoured recipes with modern elegance.

LOGISTIC DATA

no. of pieces in the box:	8
no. of boxes on the pallet:	54
product shelf life (months):	9



PRALINES 200 G

LOGISTIC DATA

no. of pieces in the box:	7
no. of boxes on the pallet:	72
product shelf life (months):	10



LALIBELLE 238 G

LOGISTIC DATA

no. of pieces in the box:	5
no. of boxes on the pallet:	80
product shelf life (months):	8



FROM THE HEART CHOCOLATE PRALINES 263 G

LOGISTIC DATA

no. of pieces in the box:	11
no. of boxes on the pallet:	84
product shelf life (months):	10



CREAMY MILK CHOC. PRALINES 114 G

LOGISTIC DATA

no. of pieces in the box:	6
no. of boxes on the pallet:	96
product shelf life (months):	8



CHOPIN CHOCOLATE PRALINES 263 G

LOGISTIC DATA

no. of pieces in the box:	12
no. of boxes on the pallet:	72
product shelf life (months):	11



COFFEE BOX 100 G

ON REQUEST (MOQ APPLIES)

LOGISTIC DATA

no. of pieces in the box:	11
no. of boxes on the pallet:	84
product shelf life (months):	9



ALL FOR YOU CHOCOLATE PRALINES MILK/CARAMEL 117 G

- Alcohol-containing filling
- Available in two packaging designs



HAPPY BARRELS

E.Wedel Happy Barrels are delightful chocolate pralines shaped like barrels, filled with a smooth, liqueur-infused centre. Encased in rich milk chocolate, these treats offer a perfect balance between the sweetness of the chocolate and the subtle kick of the liquor filling.

LOGISTIC DATA

no. of pieces
in the box: **10**

no. of boxes
on the pallet: **84**

product shelf
life (months): **9**



Alcohol-containing
filling



**HAPPY BARRELS
CLASSIC 200 G**



**HAPPY BARRELS
COCKTAIL 200 G**



**HAPPY BARRELS
WHISKY 200 G**



**HAPPY BARRELS
PISTACHIO & SALTED
CARAMEL & COCONUT
200 G**

TORCIK WEDLOWSKI

Hand decorated Torcik Wedlowski is a stunning dessert that showcases the artistry and craftsmanship of traditional Polish confectionery.

Hand-made decoration takes ca. 45 seconds and is unique for each single product.

Each cake is expertly crafted and beautifully decorated, combining layers of rich chocolate and creamy fillings to create a decadent treat. Its elegant presentation makes it perfect for special occasions, celebrations, or as a delightful gift.



LOGISTIC DATA

no. of pieces
in the box: **12**

no. of boxes
on the pallet: **112**

product shelf
life (months): **9**



**TORCIK WEDLOWSKI
HAND DECORATED PRALINE
WAFER IN DARK CHOC. 250 G**

LET'S CELEBRATE TOGETHER
90TH PTASIE MLECZKO'S BIRTHDAY

PTASIE MLECZKO®

Ptasie Mleczko® is one of E.Wedel's most iconic products, renowned for its unique combination of soft, fluffy sweet foam covered with chocolate. Introduced in 1936, this delightful treat has become a beloved treat in Poland and beyond.

Available in various flavours, Ptasię Mleczko® offers a distinctive taste and texture.

It's a perfect gift or a satisfying snack.

We have more than 20 recipes for unique flavours. Tailored offer is available on request.

LOGISTIC DATA

no. of pieces
in the box: 18

no. of boxes
on the pallet: 54

product shelf
life (months): 8



PTASIE MLECZKO®
VANILLA 340 G



PTASIE MLECZKO®
CREAM 340 G



PTASIE MLECZKO®
CHOCOLATE 340 G



PTASIE MLECZKO®
LEMON 340 G



PTASIE MLECZKO®
MASCARPONE WITH
RASPBERRY 340 G



PTASIE MLECZKO®
MATCHA-CHERRY 340 G
ON REQUEST (MOQ APPLIES)



PTASIE MLECZKO®
BLUEBERRY SHAKE 340 G
ON REQUEST (MOQ APPLIES)



PTASIE MLECZKO®
SALTED CARAMEL 340 G
ON REQUEST (MOQ APPLIES)

MIESZANKA WEDLOWSKA

Mieszanka Wedlowska (chocolate candy mix) is a popular snack assortment from E.Wedel that includes a variety of chocolates, pralines, and other sweets.

This delightful mix features different fillings and flavours, making it perfect for sharing or enjoying as a sweet treat on any occasion. Elegantly packaged, Mieszanka Wedlowska also makes a wonderful gift for chocolate lovers.

LOGISTIC DATA

no. of pieces
in the box: **24**

no. of boxes
on the pallet: **576**

product shelf
life (months): **9**

LOGISTIC DATA

no. of pieces
in the box: **12**

no. of boxes
on the pallet: **54**

product shelf
life (months): **9**

LOGISTIC DATA

no. of pieces
in the box: **12**

no. of boxes
on the pallet: **32**

product shelf
life (months): **9**

LOGISTIC DATA

no. of pieces
in the box: **1**

no. of boxes
on the pallet: **132**

product shelf
life (months): **9**



**PIERROT - PEANUT
BAR 40 G**



**BAJECZNY IN MILK
CHOC. BAR 40 G**



**CHOCOLATE CANDIES
CLASSIC 240 G**



**CHOCOLATE CANDIES
BAJECZNY 240 G**



**CHOCOLATE CANDIES
CLASSIC 1 KG**

LOGISTIC DATA

no. of pieces
in the box: **1**

no. of boxes
on the pallet: **132**

product shelf
life (months): **9**



**CHOCOLATE CANDIES
CLASSIC 3 KG**



**CHOCOLATE CANDIES
BAJECZNY 3 KG**

LOGISTIC DATA

no. of pieces
in the box: **1**

no. of boxes
on the pallet: **60**

product shelf
life (months): **9**



**CHOCOLATE CANDIES
CLASSIC 7 KG**



CHOCOSQUEEZE

Chocosqueeze contains a delicious cocoa and hazelnut cream that can be enjoyed in various ways - added to milk, squeezed directly into your mouth, or spread on a sandwich. It's a perfect on the go snack, ideal for school, trips or summer holidays.



LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	290
product shelf life (months):	12



CHOCOSQUEEZE - MILK CHOCOLATE POUCH 50 G

WW POUCH 25 G
ON REQUEST (MOQ APPLIES)

LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	290
product shelf life (months):	12



CHOCOSQUEEZE - WHITE CHOCOLATE POUCH 50 G

LOGISTIC DATA

no. of pieces in the box:	20
no. of boxes on the pallet:	290
product shelf life (months):	9



CHOCOSQUEEZE - PISTACHIO CREAM POUCH 50 G



HALVA

E.Wedel Halva is a rich and flavourful treat that combines the creamy texture of traditional halva offered also with crunchy nuts and sweet raisins. This delightful confection offers a perfect balance of sweetness and nuttiness, making it an ideal snack for those who enjoy a unique and satisfying flavour experience.

LOGISTIC DATA:

no. of pieces in the box:	20
no. of boxes on the pallet:	512
product shelf life (months):	14



VANILLA HALVA
50 G



HALVA WITH NUT
PIECES 50 G



COCOA - VANILLA
HALVA 50 G



HALVA WITH NUTS &
RAISINS 50 G

LOGISTIC DATA

no. of pieces in the box:	9
no. of boxes on the pallet:	448
product shelf life (months):	14



VANILLA HALVA
100 G

LOGISTIC DATA

no. of pieces in the box:	18
no. of boxes on the pallet:	84
product shelf life (months):	14



VANILLA HALVA
200 G



CHOCOLATE -
VANILLA HALVA 200 G

NOVELTY

LOGISTIC DATA

no. of pieces in the box:	40
no. of boxes on the pallet:	420
product shelf life (months):	12



SESAME SNACKS
27,2 G





COCOA

Our cocoa is crafted from carefully selected, high-quality Ghanaian cocoa beans, valued for their rich aroma and deep, balanced taste. Perfect for baking and pastry applications, it also creates a smooth, comforting cocoa drink - ideal for everyday enjoyment.

LOGISTIC DATA

no. of pieces in the box:	10
no. of boxes on the pallet:	264
product shelf life (months):	18



COCOA POWDER
EXTRA DARK 80 G

no. of pieces in the box:	10
no. of boxes on the pallet:	135
product shelf life (months):	18



COCOA POWDER
EXTRA DARK 180 G

COOKIES

Jaffa Cakes features a delicious combination of soft biscuits topped with a fruity jelly and coated in smooth chocolate. These delightful treats offer a refreshing flavour that perfectly complements the sweet chocolate, making them an ideal snack.



LOGISTIC DATA

no. of pieces in the box: 12	no. of boxes on the pallet: 120	product shelf life (months): 6
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JAFFA CHERRY
CAKES 147 G



JAFFA RASPBERRY
CAKES 147 G



JAFFA ORANGE
CAKES 147 G

LOGISTIC DATA

no. of pieces in the box:	14
no. of boxes on the pallet:	308
product shelf life (months):	18



FRUIT, ALMOND
AND COLA FLAVOUR
HARD CANDIES 90 G



MINT HARD
CANDIES 90 G

SEASONAL OFFER

Seasonal products are an important part of our portfolio, known for strong consumer demand and high turnover. We actively expand our seasonal range, tailoring it to key shopping occasions popular across global markets. Designed to stand out on regular shelves, these products are also well suited for additional in-store displays, helping create eye-catching arrangements that attract attention and drive impulse purchases.

We adapt and develop products for key consumer occasions, aligned with local calendars and seasonal trends across markets.

How we support our partners:

Export marketing support

Guidance from our experienced marketing team.

In-store activation

Support with displays, placements, and seasonal execution.

POS materials

Tailored point-of-sale materials for selected products.

Wide product range

Flexible assortment for strong year-round sales.



EASTER:



CHRISTMAS:



CO-BRANDING AND LICENCES

E.Wedel develops licensing and co-branding projects to expand its portfolio and keep the brand fresh, relevant, and engaging for consumers.

With a strong track record of successful collaborations from confectionery and baked goods to cosmetics and dairy E.Wedel proves its versatility across categories.

Partnering with E.Wedel means leveraging a trusted brand that delivers quality and real market impact. These collaborations help brands enter new categories, boost visibility, and monetise Intellectual property in FMCG, while retailers benefit from increased traffic, sales, and standout in-store presence.

Why partner with E.Wedel on a licensing project?

- Strong brand equity and consumer trust
- Proven licensing and co-branding success
- Effective category expansion
- High sales potential (limited editions, impulse buys)
- Powerful marketing support and retail visibility

DO YOU WANT TO LEARN MORE ABOUT
PRIVATE LABEL OR LICENSING?

CONTACT US:

privatelabel@wedel.pl

E.WEDEL
x SOPLICA



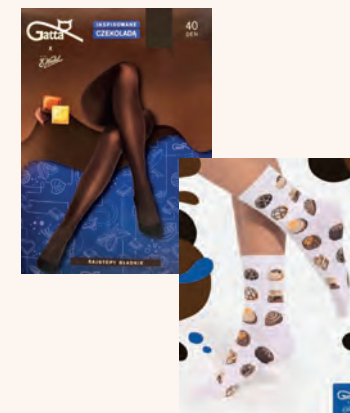
E.WEDEL
x MINIONS



E.WEDEL
x COSTA



E.WEDEL x GATTA



E.WEDEL x BAKOMA



E.WEDEL x DANONE



E.WEDEL
x STARS



E.WEDEL x LUBELLA



E.WEDEL x TYMBARK



E.WEDEL x STOKSON



E.WEDEL x BAKALAND



E.WEDEL x MINIMELTS



PRIVATE LABEL

FROM CONCEPT TO PRODUCTION

At E.Wedel, every private label project starts with a commitment to outstanding quality. We work only with trusted suppliers and manufacturers, carefully verified against our own strict standards. Our R&D team, supported by an expert sensory panel, develops and fine-tunes recipes to ensure consistent quality and a distinctive, memorable taste - so your brand is built on products you can be proud of.

CERTIFICATES



PRODUCTS



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PRODUCT CATALOGUE

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DIGITAL VERSION



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