

ALL YOU NEED IS SWEET



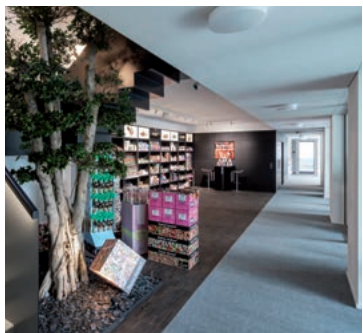
Sweet  
Stories®

*A tri d'Aix*  
INTERNATIONAL

Yummi  
Yummi®

Mellow  
Mellow®





**7400+**

SQUARE METRES  
OF WORKING SPACE





30+

YEARS OF EXPERIENCE,  
IDEAS AND ENTHUSIASM

48

EMPLOYEES WORKING ON THE  
ART OF SWEET SEDUCTION

30000+

PALLET SLOTS FOR A COLOUR-  
FUL ARRAY OF SWEET SNACKS

40000+

SQUARE METRES OF STORAGE  
SPACE FILLED WITH  
DELICIOUS TREATS

## We're all about the sweet stuff

**Tingling tongues, tantalised taste buds, flavour, emotion, a feast for the senses. In other words: tri d'Aix. An international focus and feeling of home in one.**

**Creativity, coupled with an ability to think outside the box and dare to try new things, and successful application of business ideas, have made tri d'Aix a reliable and very highly sought-after partner on the confectionery market. Its three own product lines – Yummi Yummi®, Mellow Mellow® and Sweet Stories® – have become the trademarks of the now medium-sized business based in Alsdorf, near Aachen.**

**We have every sweet-tooth need covered**

With over 100 amazing varieties of fruit gums, more than 70 varieties of marshmallows, 90 types of boiled sweets and numerous related items, tri d'Aix is on everyone's lips in the truest sense of the word.

**Anything but ordinary**

Our creativity and enthusiasm for new ideas know no bounds. With our rather unusual packaging, we're kicking 'boring' out of the confectionery aisle. People's eyeballs are literally glued to our products, which are innovative, enticing and simply in a league of their own.

**Mixin' 'possible'**

The tri d'Aix range is one of the widest in the German-speaking confectionery world. Our advantage lies in being able to mix product categories produced by different manufacturers, so as to tailor-make products, packaging and concepts based on the latest customer requirements.

**These days, the land of plenty is called tri d'Aix**

We work with suppliers and customers to explore wishes and options and develop exciting ideas and concepts until we finally end up with the perfect tailor-made product. It's our way of making every sweet dream come true.



**„ We don't reinvent the wheel every day ... but pretty much every second day!”**

**Günter Bartz**  
Company founder



## Quality: our top priority



**Our activities and internal processes are geared strictly around designated guidelines ensuring product and service quality, while our internal quality-assurance procedures meticulously monitor permanent adherences to these regulations.**

**Our joint task: Being a top-quality full-service partner**

The high standards we set ourselves don't just see us regularly put to the test. All our suppliers and partners are similarly IFS or BRC-certified. Incoming goods are constantly checked, and are frequently inspected by independent laboratories.

### Team players

Our greatest capital isn't just the abundant 'land of plenty', i.e. our modern high-rack warehouses; it's also the expertise and diligence of our employees. With their qualifications and dedication, every single one of them plays a part in helping us achieve

our collective success. Team spirit is the foundation of our company's culture. As an owner-run business, a family-like approach to work takes top priority. Not only does it ensure internal trust and continuity, but it is also reflected in our long-time steady business relationships.

### Alsdorf-based

A sales manager and their three-person team looks after our customers nationally from our Alsdorf headquarters. In addition to the sales manager, the internal sales department also consists of three sales employees. Exports to over 20 countries in Europe are handled by our export manager and two export clerks, while three creative, experienced minds not only brim with ideas but also successfully manage product development and design, market-launch strategies and the necessary marketing and PR activities.

**„ We have high standards and I put them to the test daily!“**

**Manuel Fietzek**  
Production manager



ALDI NATIONAL &  
INTERNATIONAL

ARKO

AUTOGRILL | IT

BÄKO

COLRUYT, B

COOP, CH

COPPENRATH

CITTI

DEPOT

EDEKA

ELVEE, NL

FAMILA

GALERIA KARSTADT,  
KAUFHOF

GLOBUS

HANDELSHOF

HEIDI CHOCOLAT, CH

HEINDL, AT

HEMMAKVÄLL, SWE

HIT

HUSSEL

JAMIN

KAUFLAND NATION-  
AL & INTERNATIONAL

KIK

LEKKERLAND  
NATIONAL &  
INTERNATIONAL

LIBRO AT

LIDL NATIONAL &  
INTERNATIONAL

MAXIMA, LT,

MÄC GEIZ

MÜLLER

METRO NATIONAL &  
INTERNATIONAL

NANU-NANA

NETTO

NKD

NORMA

OUTLETS

PENNY

ROFU

REAL

REWE

ROSSMANN

SELGROS

SMITH TOYS

S.O.K. GROUP, FIN

THALIA

TEGUT

TEDI

TEXTIL-DISCOUNT

TRANSGOURMET

TK MAXX

WOOLWORTH

OUR PRODUCTS ARE CARRIED BY MORE THAN:

**25.000<sup>+</sup>**

RETAIL SHOPS IN GERMANY

**60.000<sup>+</sup>**

PETROL-STATION SHOPS,  
KIOSKS, TOBACCANISTS',  
LIQUOR STORES ETC.



## We're even stronger together

### Finì Golosinas S.L.U.

With an exceptionally wide range of fruit gums, marshmallows, chewing gums and many other innovative confectionery items, Finì – founded in 1970 – is a partner anyone would want by their side.

### ZETA ESPACIAL S.A.

ZETA ESPACIAL S.A. was founded in 1979 with a vision of producing unique and innovative confectionery. Here in Germany, the MAGIC GUM® brand in particular is on everyone's lips.

### Confiserie du Nord

Confiserie du Nord is a family business employing over 200

workers in northern France, and is part of the Sucralliance group. With its 'HEAD BANGERS' brand, the manufacturer claims to offer the sourest sweets on the market. They are a veritable taste-bud explosion for any sweet-tooth who finds lemon juice too sweet! Surprisingly different and therefore a perfect partner for us.

### Au'some Candies Inc.

Au'some Candies Inc. (New Jersey) – founded in 1998 as a subsidiary of Candy Novelty Works Ltd. – has been carving out a distinctive profile for itself with its interesting combination of games, fun and delicious

sweets. The company is constantly demonstrating its immense talent for creating unique and innovative products like the well-known FLIC 'N LIC fold-up lollipops.

### Casa del Dolce S.P.A.

Since 1950, this Italian family business has particularly been distinguished for its extraordinary passion and skill. As a top-class production and distribution company with state-of-the-art machinery, strict quality controls and highly efficient logistics, they are an ideal partner for us. The exact partner who enriches our range with the popular Italian TRINKETTO children's cult drink.

### Our sales

Our national and international focus means we are able to liaise with all our trading partners directly on the ground through our range-consultancy and optimisation services. Market-oriented packaging (pick & mix, convenience and super-market products) ensures we are able to supply all forms of trade (self-service department stores and supermarkets, discount stores, wholesalers, cash & carry, lifestyle & gift shops, speciality retailers, department stores, health & beauty retailers, toy chains) based on needs and demand.



# ≈30%

FEWER CALORIES PER 100 G  
THAN CONVENTIONAL  
CHOCOLATE BLOCKS

# 40

DIFFERENT VARIETIES THAT  
WILL THRILL ALMOST ANYONE

# 999

AND MORE GREAT  
MARKETING IDEAS

## The way clouds should taste

**Mellow Mellow® is a colourful array of fine, fluffy, taste-bud-tantalising marshmallows that sees virtually everyone ending up a fan.**

### Up with the times

Whether it be XXL-sized Mellow Mellow® (e.g. giant strawberries, lemons or oranges) or mini chunks strung along 'meter-long' skewers, the Mellow Mellow® range is as varied as it is extraordinary.

Every variety tastes different, but they're all equally delicious!

### Light and airy

With over 40 types of marshmallows, we've got every mood and sweet-tooth covered. Stylish, cute, soft, cool and simply irresistible – that's Mellow Mellow®!

Edgy products also need original packaging. And we've got endless ideas. Customised packaging is an eye-catcher, and is what sets us apart from our competitors.

### Marshmallows with a twist

Like Mellow Mellow® chocolates: soft, airy marshmallow coated in the finest Belgian chocolate. Marshmallows enhanced in this way not only go deliciously well with coffee, but,

in their stylish packaging, also make a great gift. Marshmallow confectionery of the most exquisite quality.

### Mellow Mellow® calendar

We've created the perfect marshmallows for every season and occasion.



Whether it be Valentine's Day or Mother's Day, Easter or Christmas, Halloween or maybe even the first day of school or a girls' night out. It might even be for an exclusive cake decoration or a fun kids' party. Whatever the occasion, our range has everyone covered. With bunnies, Santas, jack-o-lanterns, ice-cream cones, butterflies, piglets, bananas, giant strawberries, lemons, oranges and lots more, our high-end products are always up with the times.





” We’re more unconventional than classic. But either way, we’re warm and sincere. And, as team players, everyone chips in.”

Evelyn Bartz  
Managing director

50.000+

SWEET PACKETS ARE SHIPPED  
DIRECTLY THROUGH OUR  
ONLINE DEALERS EVERY YEAR

≈ 10.000

CUPS OF TEA/COFFEE ‘FUEL’  
OUR ENTIRE TEAM DURING  
THE COURSE OF A YEAR



# 100 mn<sup>+</sup>

TIMES A YEAR IS HOW OFTEN  
WE PUT SMILES ON OUR  
CUSTOMERS' FACES

# 4<sup>+</sup>

SEASONS AND LOTS OF SPECIAL  
OCCASIONS ARE PRESENTED  
BY OUR 'CELEBRITIES'



„Selling is not technical; selling works on emotion. We sell dreams – and sweet dreams at that!”

**Ralf David**  
Managing director





# 60

VARIETIES OF  
FRUIT GUMS

# 20

DIFFERENT TYPES OF  
LIQUORICE AND CHEWS

# 100%

INDULGENT FLAVOURS,  
INCLUDING FRUITY,  
TANGY OR EVEN SPICY

## Evergreens and newcomers

**Whether sour or sweet, the wide range of Yummi Yummi® flavours have something to indulge everyone with, making Yummi Yummi® a genuine alternative to the global players.**

### Bite-size flavour experiences

There are many ways to do fruity. Pick-and-mix fruit baskets, non-alcoholic 'cocktails', our delicious fruit-gum spritzers or even classic herb sweets, including eucalyptus flavour – they can all be enjoyed as fruit gums.

### No mass-made products

Our fruit gums aren't cookie-cutter products; they're a genuine alternative to the global players. Whether sweet or sour, with or without sugar, mini or maxi, these honed flavours and shapes are bound to impress.

The Yummi Yummi® fruit gums – exceptional and distinctive, for anyone with taste.

Here, too, we utilise selected flavour concepts for a variety of occasions and seasons.

### And the best bit?

There's eye candy too. Funny shapes meet explosive flavour. Bite-size deliciousness for all the senses!

### Cool packaging

Edgy products of course also need original packaging. And we've got endless ideas. Customised packaging is an eye-catcher, and is what really first showcases our products.



## Delectable works of art

**Sweet Stories® are veritable works of art crafted by confectioners, evoking memories of long-lost childhood moments with a hint of nostalgia.**

### **Maintaining tradition**

Our lovingly produced sweets bring back wonderful memories – evoking childhood images of kiosks selling their highly-coveted jars of delicious treats.



Sweet Stories® put a dreamy smile on the faces of adults, and leave children wide-eyed. And many a conversation kicks off with the words 'You know what...':

### **Popular among young and old**

Show your children or grandchildren what you yourself enjoyed as a child. In our fast-paced modern age, it's good to look back and remember things from your own past.

Many of us can tell an emotional tale or two about Sweet Stories®. Such as when we would carefully guard our Schleckmuschel seashell sweets or the day we spent our entire first lot of pocket money on candy necklaces and lollipops at a sweets kiosk.

### **Meticulously handmade with a love for detail**

Our rock candy is an impressive example of the fine art of confectionery-making. Natural colours and flavours, sugar, water and glucose syrup are heated in a pot, then left to cool slightly and further processed by hand – until the finished sweets are finally created.

These little works of art delight their fans with intricate motifs that stay on even after being licked, remaining visible until the very sweet and delicious end.

# 90

DIFFERENT TYPES OF  
BOILED SWEETS

# 100%

CHILDHOOD MEMORIES  
AND NOSTALGIA

# 100%

HANDMADE WITH NATURAL  
COLOURS AND FLAVOURS

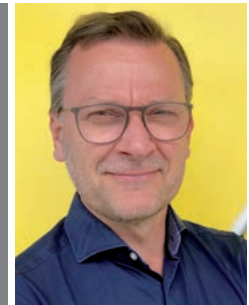
**sweet stories®**





“When it comes to tasting nostalgia, we do indeed also sell wonderful memories!”

Thomas Modder  
National sales manager





## ABOUT US

For over 30 years, fruit gums, marshmallows, boiled sweets and chewing gums of an extra special kind have been the calling of Evelyn and Günter Bartz, who founded the company **tri d'Aix** in 1991.

This success story can be traced back to the tri-border area between Belgium, the Netherlands and Germany. 'Tri' is a nod to boundless co-existence, while 'Aix' pays tribute to where it all started, Aix-la-Chapelle (Aachen), the city that embodies the flavour of Europe. From Aachen, through the triborder region, to Europe: **tri d'Aix** operates on the international stage with entrepreneurial flair, exporting to some 20 countries. With its exceptional equity ratio, **tri d'Aix** is also a highly regarded partner worldwide, renowned for its financial stability.

Through its own MellowCompany® online shop, the Alsdorf-based team ships its shopping carts packed full of good vibes straight to its ever growing base of sweet-toothed fans.



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*A* tri d'Aix  
INTERNATIONAL



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Yummi®

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