

# ZOTTER JOINT EVENT CENTRALE\_ESCP

## NOV 1<sup>st</sup> 2014

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### PURPOSE OF THE EVENT

- Experience & taste the ultimate bean to bar process through Zotter's amazing chocolate Theater: your chocolate knowledge and expertise will be impacted
- Discover the Zotter company original business model
- Meet peers and have a fun, relaxed, creative, innovative "sweet" time altogether

### OUTLINE OF THE EVENT

*"When I look back at Zotter's recipe for success, then I must say that we have done exactly the things of which we were convinced. That's the point. I am not the brightest bulb in the box either. We have simply always been honest."*

Josef Zotter – about Zotter

#### 1. Presentation of the Zotter business model:

"We are a social enterprise; we are not profit oriented. We do what we do because we want it. My dad always wanted to keep it simple. He is a celebrity in Austria."  
Julia Zotter.

- Vision:
  - ✓ Enable consumers to gain further knowledge of chocolate production so that they can develop their own preferences and differentiate quality/premium from industrial/mass market.
- Mission:
  - ✓ Josef Zotter created the chocolate theater that is the best way to experience chocolate creation or the bean to bar journey.
- Values:
  - ✓ Consistent Fairtrade focus: helping the poor and the elderly (Zotter is a social enterprise)
  - ✓ Organic oriented way of life and chocolate production preserving the environment and one's health
  - ✓ Art and humor are the foundation of Zotter products
  - ✓ Anyone can choose between each of these principles

## 2. Innovation is a key success factor at Zotter:

- Boasting over 365 types of different chocolate types featuring 6 sub-categories and new ones adding up each year as soon as a new product line is launched
  - Handscooped chocolate
  - Drinking chocolate
  - Balleros: nuts/fruits covered in chocolate (filling was more important than the cover)
  - Couverture (bean to bar factory launch)
  - Labookos
  - Mitzi Blue
  - Nougus
- An original merchandising of all chocolate items which reminds consumers about a bookstore or a music store rather than of a traditional chocolate shop: Zotter came up with such creative idea through passion and creativity
- State of the Art packaging for each chocolate category designed by pack artist, Andreas H. Gratz, awarded Hannover 2008 best packaging and Germany 2009 best designer
- The Chocolate theatre: a visionary & innovative mean to understand and savor chocolate.

## 3. Zotter in China: the accidental flagship store

- Shanghai is a mere accidental location as initially an online shop was supposed to be launched with Zotter former Austrian partner
- B to B development in Shanghai (That's Shanghai, first client) as the chocolate remains pricey for retail. Market segment: corporate level, corporate gift, luxury brands (automotive or wedding companies)
- Zotter has no 5 year horizon vision in China: No belief in business plan at all. The chocolate Theater opened in May 2014 and experienced 100% growth since July. The B to B activity shall help to reach the return on investment; and bring slow progressive sustainable growth.