

# Nestlé Confectionery Portfolio'23





Brand Positioning

- ✓ Legendary love of **Pistachio** and Chocolate
- ✓ Premium positioning with iconic assets
- ✓ Love brand

- ✓ Premium positioning with authenticity & craftsmanship
- ✓ Aspirational & contemporary image

- ✓ Quality choice in mainstream
- ✓ Wide product variety

Leader in Pistachio

Build in Everyday Premium

Differentiation in mainstream

I&R Strategy

Extend pistachio segment

Selective I&R; product launches with extraness

Differentiated, millenial & hype offerings



# damak

Legendary Love of Chocolate and Pistachio





# Nestlé is the first company to introduce chocolate as well as pistachio chocolate to Turkey



Honored as a first chocolate brand of Ottoman Palace

1908

1909



Nestlé opened Turkey's first chocolate factory

1927

1933

Launched in Turkey



1966

1970s

1990s

2000s

2010s

+2013



First sales branch



Launched DAMAK in Europe



# DAMAK Tablet



60g

Milky Square



60g

White Square



60g

Bitter Square



60g

First Harvest Square

# Chocolate & Pistachio



60g

Baklava Square



70g

Milky Rectangular



70g

White Rectangular



70g

Bitter Rectangular



30g

Milky Baton



30g

White Baton



18g

Milky Stick



18g

White Stick



*Smooth Damak White Chocolate*

*Real Baklava phyllo dough*



*Special pistachios for Baklava*

  
**damak**  
baklava

*Traditional Turkish dessert Baklava inspired Damak, Turkey's favorite chocolate with pistachio. Crispy baklava phyllo is blended with green, intensely delicious pistachios and met with Damak's smooth white chocolate.*



**Caramel Croquant**  
**60g**



**Bitter pistachio stick**  
**18g**

# DAMAK Dragee

Chocolate & Pistachio



12480276 - NESTLE DAMAK Dragee 12x50g TR





ÇİKOLATA

*Nestlé Chocolate*



# Nestlé Chocolate Tablet



12414236

NESTLE CLAS Choc W Milk Sqr 24(6x60g) TR



12496376

NESTLE CLAS Milk Choc W Nut Sqr 24(6x60g) TR



12426480

NESTLE CLASSIC Choc  
W Milk 24(12x30g)  
N1TR



12502770

NESTLE CLASSIC White  
Choc 24(12x30g) N2TR



12414235

NESTLE CLAS Bitt Choc Sqr 24(6x60g) TR



12500816

NESTLE CLAS Choc W Milk + Pistachio Sqr 24(6x60g) TR



12502756

NESTLE CLASSIC White Choc 24(6x60g) N1 TR



12500815

NESTLE CLAS Bitt Choc W Pistachio Sqr 24(6x60g) TR



12391191

NESTLE  
CLASSIC Choc  
W Milk Rectngl  
12(10x65g) TR

# ***Nestlé Chocolate Tablet***



**12496366**

**NESTLE CLAS WhiteChocWOrngealm24(6x60g)TR**



**12502769**

**NESTLE CLASSIC Wht Choc Ckie 24(6x60g)TR**



**12499589**

**NESTLE CLAS MilkChocWPtbrSqr24(6x60g) TR**



## Nestlé Chocolate Tablet – 2023 Launches



12542278  
NESTLE CLAS LmnChsckSqr  
24(6x60g) TR



12542304  
NESTLE CLAS CrmlMcchtSqr  
24(6x60g) TR



12538713  
NESTLE CLAS Golden Sqr  
24(6x60g)TR

*Nestlé Wafers*



**12427566 - Nestle Classic Wafer  
Milky 27g**



**12513301- Nestle Classic Wafer  
White 27g**



**12514734 - Nestle Classic Wafer  
Milky 18g**



**12513212 - Nestle Classic Wafer  
White 18g**



**12522633 - Nestle Uncovered  
Hazelnut Wafer  
21g**





Story of passion, craftsmanship and value up







Since 1927 –the year Nestlé opened up its first chocolate factory in Turkey..

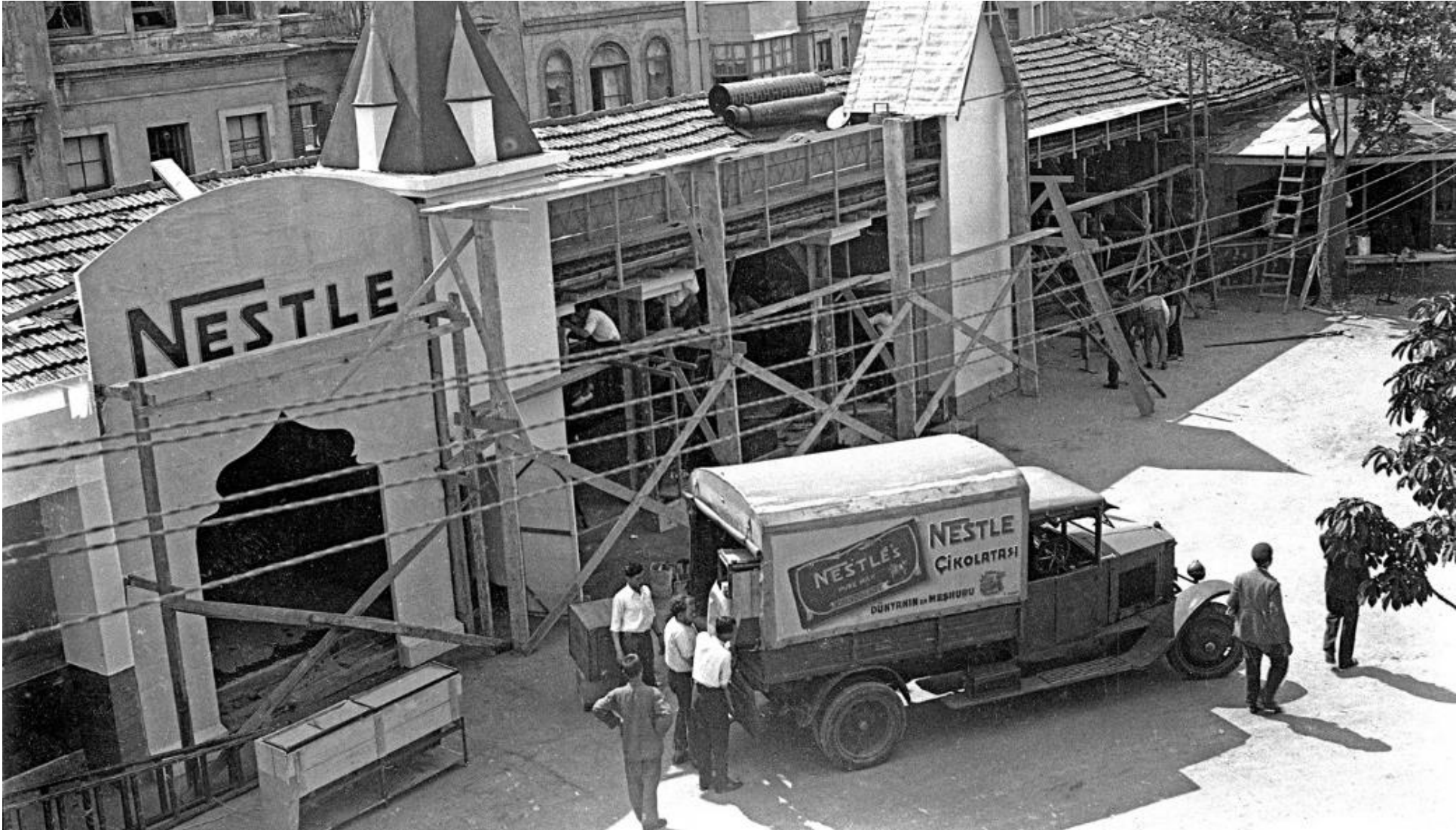
Istanbul – Feriköy,  
1927





Nestlé creates wonders with chocolate with its passion on chocolate and its expertise.

Istanbul, 1930s







As a signature of expertise and heritage a new brand was born in 2014 as limited edition.



Now it is the premium brand of Nestlé chocolate; with its craftsmanship delivering a differentiating recipe to consumers and business partners.





# Capitalizing on strong assets contributing to the heritage, expertise and craftsmanship



unique craft paper

Gold embossed branding with red ribbon

Clear communication of functional benefit

Wood & Copper environment

Perfection of imperfection;  
mixture of Atelier and industrial production

Storytelling on inner packaging





As a signature of expertise and heritage;  
Nestlé 1927 on shelves with extended portfolio.



**Extra Milky**



12416217

NESTLE 1927 ChocWMilk Sqr 24(6x60g)TR

**60g**

**Bitter 60%**



12528015

NESTLE1927BittChoc60%CcaSqr24(6x60g)N1 TR

**60g**



**Bitter 82%**

12416221

NESTLE1927BittChoc82%CcaSqr24(6x60g)TR

**60g**



# 1927







Nestlé 1927 Wafers



12455970 - 1927 Latte 30g



12477204 - 1927 Milky Hazelnut 31g



12520330 - 1927 Milky Hazelnut MP  
20x(3x31g)



12511992 - 1927 Milky 28g



12511982 - 1927 Bitter 28g



**CRUNCH**

## Current Portfolio

### Wafer

#### CRUNCH PATT



CRUNCH Patt Choc Coat Wfr 16(12x27g)

12488401

#### CRUNCH Wafer



CRUNCH Wafer 12(30x30g)

12378349



CRUNCH Wafer MP 20(5x17g)

12434742

### Tablet



12513219

CRUNCH Chocolate 12(30x31,5g)



12514013

CRUNCH White Chocolate 12(30x31,5g)



12422293

CRUNCH Chocolate 12(10x70g)



CRUNCH White Chocolate 12(10x70g)

12460959



CRUNCH Chocolate MP 10(10x31,5g)

12513230

Nestlé.  
**Nesquik**



12514733 - Nesquik Milky Wafer 18g



12427600 – Nesquik Milky Wafer 26,7g



12538389 – Nesquik White Wafer 26,7g  
*(launch in Jan'23)*



12520331 - Nesquik Wafer MP 20x(5x18gr)



12520332 - Nesquik Wafer MP 20x(5x26,7gr)





Nestlé  
**Nesquik**



Milky & White Chocolate

**70g**

NESTLE NESQUIK Square 24(6x70g) TR

12538821



White Chocolate Filled  
Milk Chocolate

NESTLE NESQUIK Stick 24(12x18g) TR

12538804