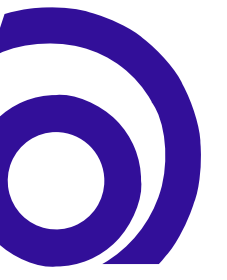


# Building the Next Generation Food Ingredient Champion



# The supply chains we rely on today are broken

## Climate volatility is changing what can be produced – and where

TRADE | TURKEY

### Turkey's hazelnut frost threatens chocolate supply chains

Nik Martin  
08/12/2025

Turkey, the world's largest hazelnut supplier, faces frost-hit crops, pushing chocolate prices higher for brands like Nutella and Ferrero Rocher.

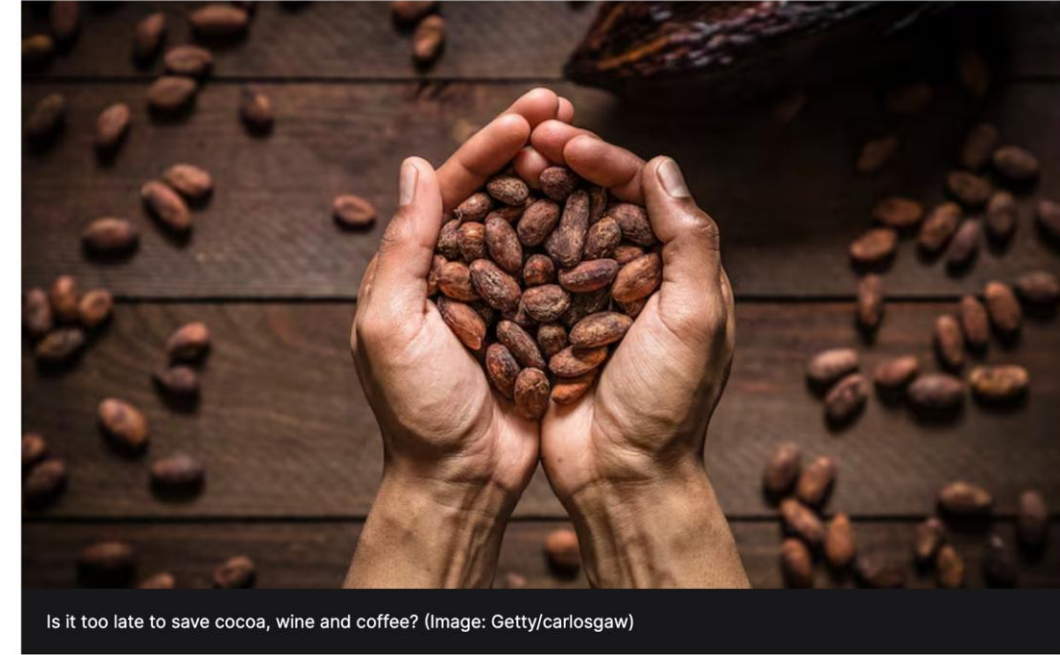
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### Cocoa, coffee, and wine won't survive with climate cooling alone

By Donna Eastlake  
10-Dec-2025 Last updated on 10-Dec-2025 at 12:56 GMT

✕ LinkedIn Email



CBS NEWS

Winter Storm Mexico Cartel World Politics HealthWatch MoneyWatch Entertainment Crime Sports The Free Press

Candy companies subbing out real chocolate as climate change raises cocoa prices, report says

A new report from The New York Times explores why companies are substituting real chocolate with other ingredients due to climate change. Claire Brown, a climate writer for the New York Times, joins CBS News to discuss.

Nov 1, 2025

### Even Fixing Climate Change May Not Save Coffee, Chocolate & Wine: Study

By Anay Mridul — Published on Nov 10, 2025 — Last updated Nov 6, 2025

CLIMATE CHANGE CHOCOLATE COFFEE



TCB

### Farmers sound the alarm as pantry staple crop becomes increasingly difficult to grow: 'Production is at serious risk'

Timothy McGill  
Tue, December 2, 2025 at 12:15 PM GMT+1  
3 min read

Add Yahoo on Google 657

Key takeaways

- Extreme heat and drought in Mexico are threatening vanilla production, a significant crop for the country. [See more](#)

One of the world's top vanilla-producing countries has seen its output threatened by extreme heat.

**What's happening?**  
Vanilla plants normally flourish under the canopy of trees in regions where crops are grown in Mexico. According to the UN Food and Agriculture Organization,

Confidential

### Coffee-growing countries becoming too hot to cultivate beans, analysis finds

Five countries responsible for 75% of world's coffee supply record average of 57 extra days of coffee-harming heat a year



CLIMATE CHANGE, FUTURE

### Bananas, Coffee, Chocolate: How Climate Change Is Threatening the World's Most Beloved Foods

BY NANSEN CHEN | GLOBAL COMMONS | JUL 22ND 2025 | 7 MINS

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UN trade & development

Home / News / Chocolate price hikes: A bittersweet reason to care about climate change

### Chocolate price hikes: A bittersweet reason to care about climate change

28 March 2024

Higher price tags for chocolate lovers worldwide are in part linked to a changing climate pushing up cocoa costs.

Shutterstock/Delali Adogla-Bessa | Farmers dry cocoa beans in Kunsu, Ghana.

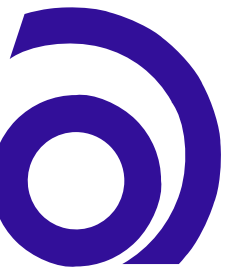
- Cacao trees grow close to the equator and are sensitive to changes in weather.
- Heatwaves and intense rains are upending harvests in West Africa, which produces three quarters of the world's cocoa.
- Cocoa prices surged 136% between July 2022 and February 2024.

Chocolate-loving consumers around the globe are being hit by higher cocoa prices due in part to the climate crisis. Extreme weather and changing climate patterns have upended crop harvests, which are expected to fall short for the third year in a row, tightening global supplies and raising prices. The cost of cocoa, the key ingredient for making the beloved sweets, shot up by 136% between July 2022 and February 2024, according to UNCTAD commodities price monitoring. The price per tonne on the futures market crossed \$10,000 for the first time ever on 26 March. The hike has filtered through to consumers worldwide, already reeling under inflation and a generational cost-of-living crisis.

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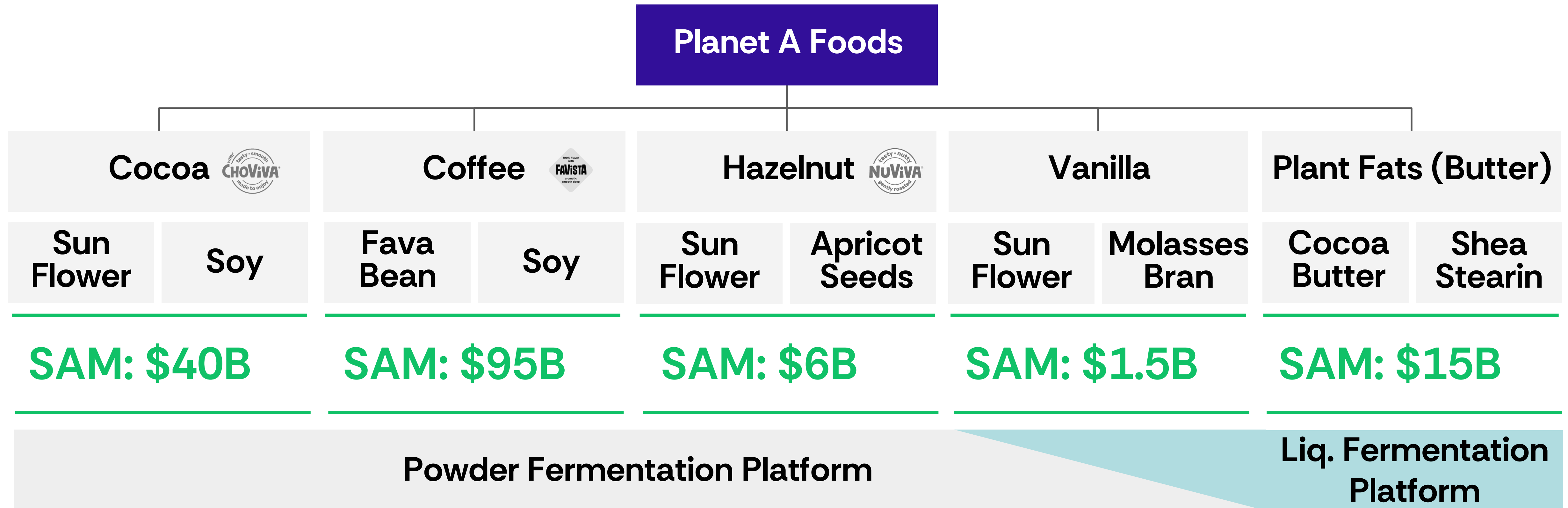
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- 2 Dec 2025: Over 90% of global trade now depends on finance, reshaping opportunities and deepening vulnerabilities
- 19 Nov 2025: Unlocking value: Helping African economies diversify beyond raw minerals



# PAF to become a Specialty Bulk Ingredient Supplier

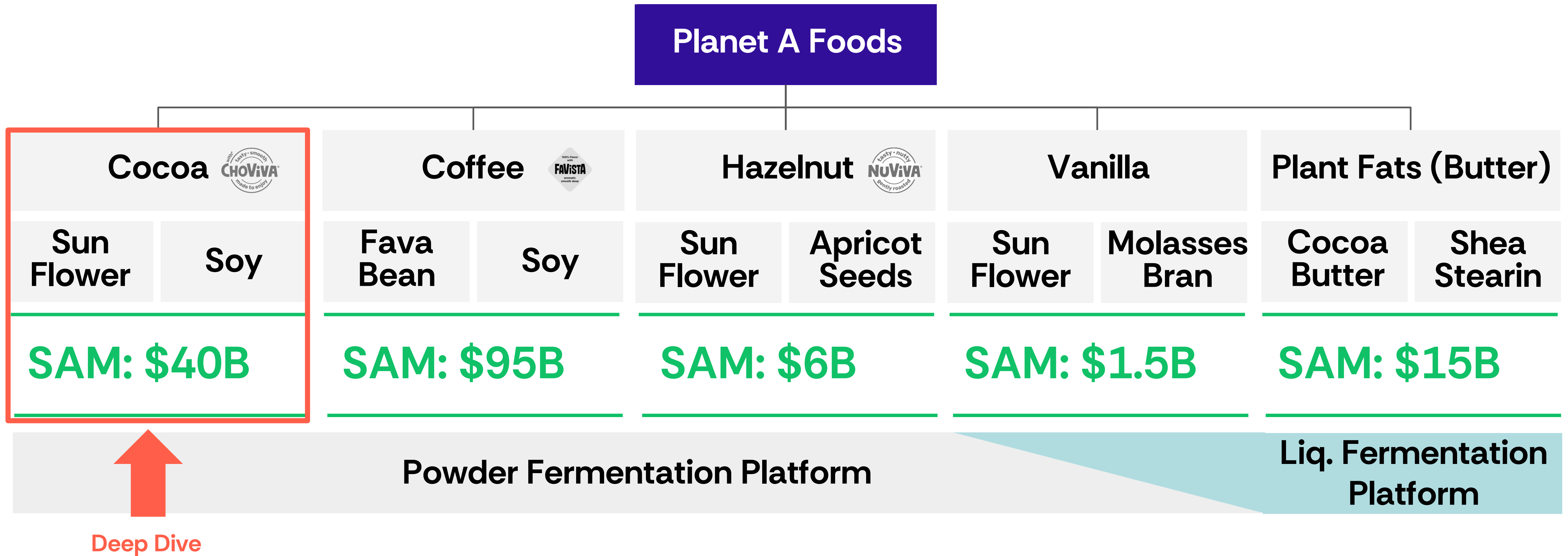
Our specialty will be ingredients that are threatened by climate change





# ChoViva is our flagship

We are already attacking a multi-billion dollar cocoa market



Build for resilience. Made for impact.

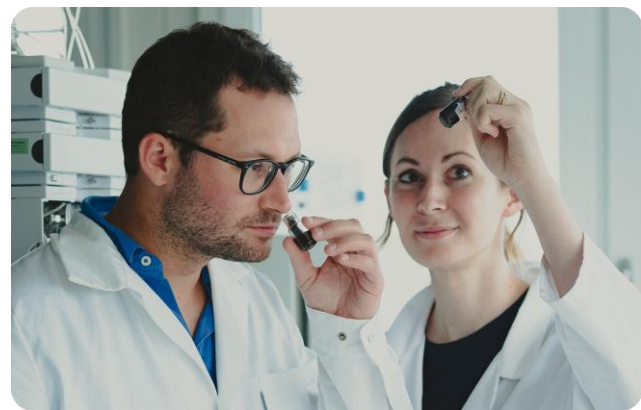


# Securing the Future of Chocolate



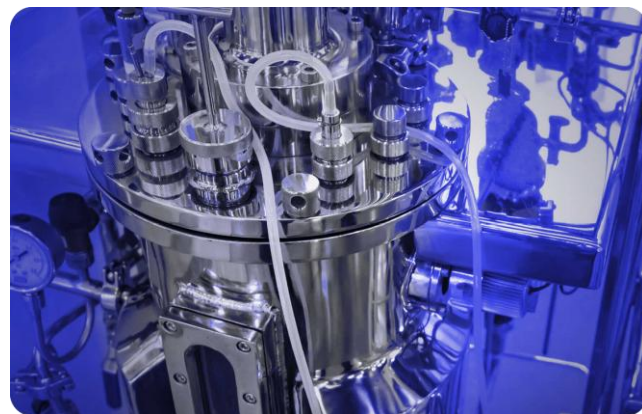
# Globally the fastest growing food tech startup

## From lab to global supply chain in less than 4 years



**2021**

Planet A Foods GmbH Incorporation



**2022**

R&D Center Launch in Planegg with 500sqm lab and 500sqm office



**2023**

Large Scale Production Launch with 2,000 tons p.a.



**2023**

ChoViva Rollout in over 15,000 supermarkets all over Germany



**2024**

Expansion in Germany Private Label with all German retailers, Lufthansa & Deutsche Bahn



**2025**

Global Expansion

125 ChoViva products launched in 10 countries



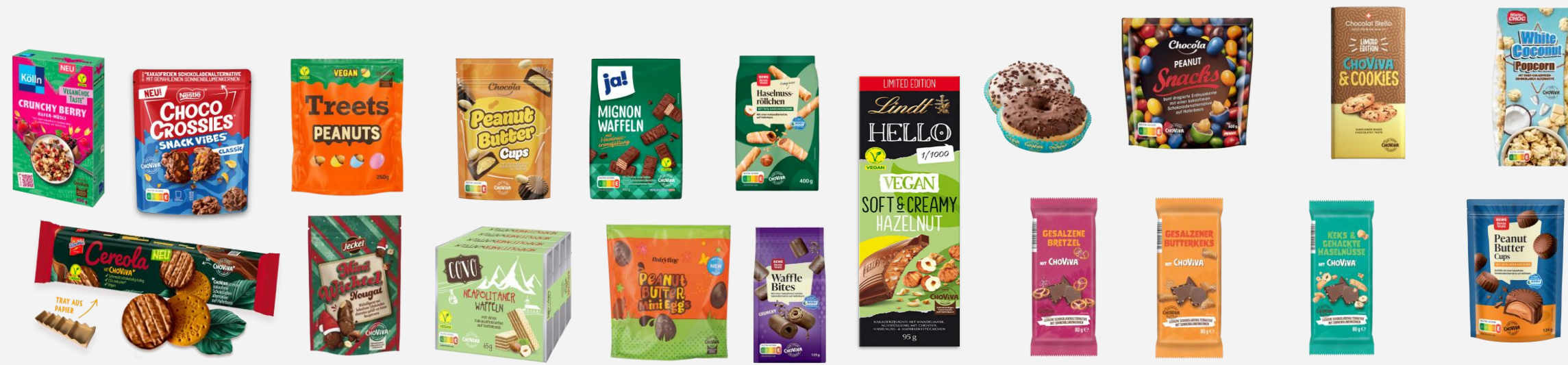


# Shaping the Future: What we've achieved so far

Trusted by brands and retailers across the globe

## 125

**Products launched**  
in Germany, Austria, Switzerland, UK, France, Netherlands & Japan



## 323m

**PR reach over**  
in Germany, Austria, Switzerland, UK, France, Netherlands & Japan



## 19

**Trade partners listed**  
in Germany, Austria, Switzerland, UK, France, Netherlands, Belgium, Czech Republic & Japan



## 4

**Collaborations with leading transportation partners**  
in Germany, Austria, Switzerland, UK, France, Netherlands & Japan



## 48m

**Social Media reach over**  
in Germany, Austria, Switzerland, UK, France, Netherlands & Japan





# Reinventing chocolate with our patented technology platform

Evolving from novel ingredient to full-scale alternative

**1** Ground sunflower seeds



**2** Fermentation like process



**3** Gentle roasting



**4** ChoViva concentrate



**5** Amazing ChoViva



**6** 1:1 volume ratio from chocolate to ChoViva across all applications





# ChoViva allows high application variety

Adjustable for your production and rheology requirements



## ChoViva Smooth

Sweet ChoViva with creamy mouthfeel.  
Our classic milk recipe.

 2.3 kg  
CO<sub>2</sub>



## ChoViva Vegan

The queen of sustainability with  
sunflower flour instead of milk powder.

 1.3 kg  
CO<sub>2</sub>

MOQ: 6T



## ChoViva White

With creamy aftertaste  
and nuances of vanilla.

 2.4 kg  
CO<sub>2</sub>



## ChoViva Semi Sweet

100% smooth chocolatey  
indulgence with earthy notes.

 1.4 kg  
CO<sub>2</sub>



# Sunflower - a familiar ingredient that de-risks cocoa

## Why sunflower beats cocoa structurally

### Controlled supply chains

We are sourcing our sunflower seeds locally from Bulgaria.

### High availability

27 Mio T sunflowers in Europe vs. 5 Mio T cocoa worldwide → structurally less exposed to global shortages

### Stable raw material prices

Comparably low volatility in production due to fewer environmental risks

### Smart long-term choice

Certified CO2 savings >80% → future-proof vs. regulatory and supply pressure

### Indulgence for every diet

All natural ingredients, no added allergens, high in fiber

### High consumer acceptance

Consumers perceive sunflower seeds as high value and high quality ingredient → products work well since over 2 years





# Successful line extension with a new taste variation

## Use Case: Lindt in DE



### Line Extension with ChoViva

Launch as limited edition for "Veganuary"



### Key Success Driver

- Limited edition launched for Veganuary 2024
- Sold out online within 2 hours
- Social media campaign highlighting sustainability aspects
- Further products in the pipeline



### Added value

Limited Edition with new vegan taste variation (create excitement with a lean test & learn product launch)



Creating a feeling of exclusivity with the limited edition

Focus on new taste variation "Soft & Creamy hazelnut" with ChoViva

ChoViva communication via flag seal front of pack





# Product line extension WOWING the Vegan community

Use Case: Treet's in DE, NL, UK



• CANDY KITTENS®

Plant Based **Treet's!**



• CANDY KITTENS®

## Line Extension with ChoViva

Launch of 3 products as Line Extensions to the existing assortment Treet's in 2025. Switching whole Treet's brand to vegan version in 2026.



## Key Success Driver

- Line Extension outperformed the standard assortment
- Huge Social Media/ influencer and OOH communication campaigns
- Market expansion to NL and UK (with and Candy Kittens)
- 3 Mio marketing spend for a nation-wide poster campaign

## Added value

Plant-based focusing on young consumer groups



Focus on VEGAN in the packaging concept

ChoViva communication via flag seal front of pack





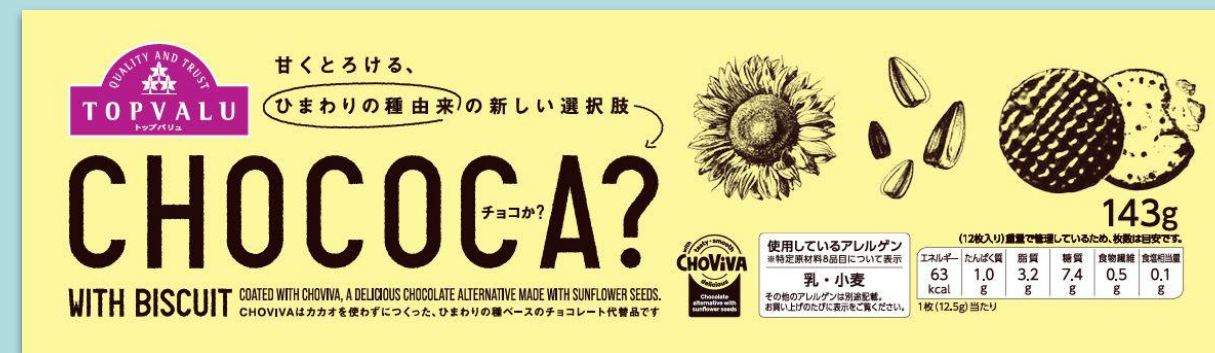
# New product attracting interest of consumers

## Use Case: Aeon in Japan



### New Product with ChoViva

Launch of new digestive cookie with ChoViva.



### Key Success Driver

- Successful 1st mover in the Japanese market
- Huge success of first cookie product
- Three more tablets will be launched within 2025 and nationwide promotion campaign is planned

### Added value

Ingredient Innovation (create consumer interest with innovation)

Called 'Chococa?' (which translates to 'Is It Chocolate?')





# Successful line extension with a new taste variation

## Use Case: Rewe Beste Wahl (Private Label)

### Line Extension with ChoViva

Launch as a new product variety with ChoViva



### Key Success Driver

- Communication as product innovation by REWE
- Available at REWE all over Germany
- Same rotations as for a chocolate variety
- Activation via promotion leaflet
- PR communication via Social Media

### Added value

Trend variety with salted caramel & crunchy hazelnut

Creating a new, trendy product variety

Coated with a chocolatey innovation made from sunflower seeds

ChoViva communication via seal front of pack

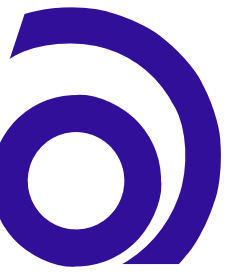


ChoViva sagt Viva zum Eis!



Schon mal Eis mit voller ChoViva-Hülle probiert? Jetzt wird's Zeit! Unser Salted Caramel Eis mit Hazelnut Crunch begeistert mit cremiger Füllung, knusprigen Nussstücken und einem knackigen ChoViva-Überzug – die kakaofreie Schokoladenalternative mit gemahlene Sonnenblumenkernen. Ein echtes Highlight im Eisfach! Exklusiv bei REWE. Bereit für den ersten Biss?





# Nestlé Choco Crossies for new snacking opportunities

## Use Case: Nestlé Choco Crossies in DE

### ChocoCrossies Snack Vibes

- Launch of a new generation ChocoCrossies to target new generations
- Innovative recipes
- New pouch format (100g)

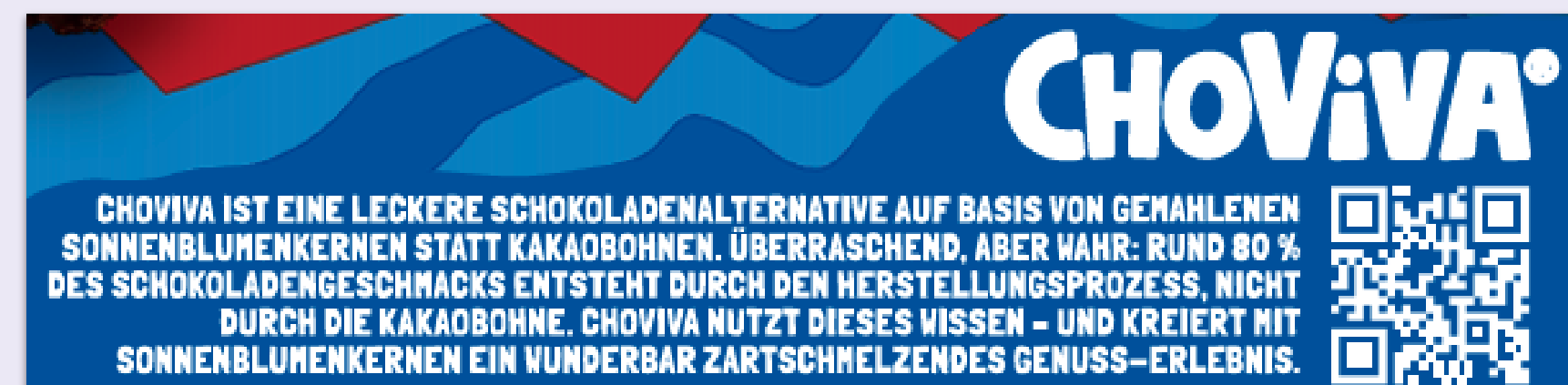


### Key Success Driver

- Keep ChocoCrossies brand values
- Creating a product subrange targeting new consumers with innovative recipes
- Product concept fully transports “snacking for younger consumers” incl. packaging format.
- Concept creates snacking opportunities
- Launch April 2026

### Added value

- Using innovative recipes with ChoViva smooth
- ChoViva taste reassurance story back of pack





# Scaling distribution globally with Barry Callebaut

From local production to a global supply chain partnership





# Scaling the Backbone of ChoViva

## Capacity expansion from 2,000t to 15,000t

### Current Pilsen Facility:

- 2.000T Concentrate Capacity (2 lines)
- Fermentation, Alkalization & Roasting
- IFS 8 certified
- Fully automated, 4-shift operation



### Second Factory (Target):

- Go-live: Q2 2027 (plan)
- Target Capacity: 15.000T, 3 SKUs
- FSSC 22000 certified
- Fully automated production System





**Built** for  
**resilience.**  
**Made** for  
**impact.**

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