

an **NCA** publication

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# Candy & Snack TODAY

news, trends and insights for decision-makers

## RETRO CANDY

WHY EVERYTHING  
OLD IS NEW AGAIN

## OPTIMIZING ECOMMERCE

for new consumer  
behaviors

Confectionery's role in  
supporting consumers'

## WELL-BEING

## EXPO 2021

Exclusive coverage:  
products, insights, innovation



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Discovering new occasions for this classic sector, boxed chocolate companies are seeing sales spurred by pandemic gifting and self-indulging trends.

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## 70 Years Looking to the Future



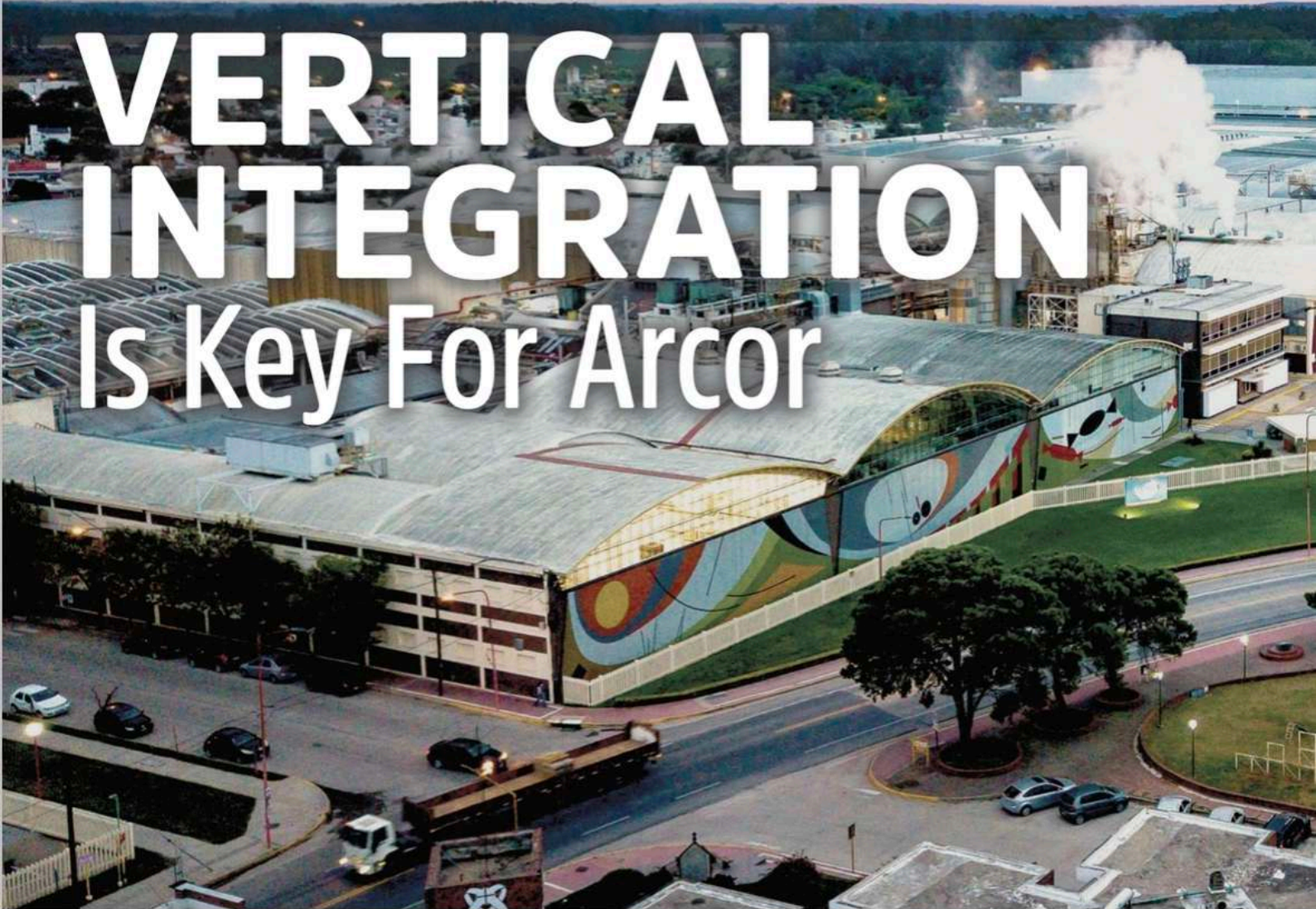
We believe in entrepreneurs who have dreams and make them come true, this is how Arcor came about in 1951. We are a leading company in **Consumer Food Products, Agribusiness and Packaging** that is recognized in the international market.

**We were born in Argentina, grew up in Latin America and our market is the world.**

[www.arcor.com](http://www.arcor.com)



# VERTICAL INTEGRATION Is Key For Arcor



Arcor Group has a strategy for growth in the U.S. market that includes an expanded sales force and a focus on retail partnerships.

International candymaker Arcor Group finds strength in its diversified business units working together for efficiency, flexibility and quality control, according to President Luis Alejandro Pagani.

Pagani's father, Fulvio, founded the company in 1951 with the goal of bringing consumers around the world quality products at fair prices. Pagani tells **Candy & Snack TODAY** that now in its 70th year, Arcor continues to develop new product categories and business opportunities and its products are sold in more than 100 countries.

The company is made up of three business divisions: Consumer Food Products, comprising its portfolio of brands covering food, chocolate, confectionery, cookies and crackers, ice cream, industrial chocolate and nutraceuticals; Agribusiness, which produces fructose, maltose, glucose,

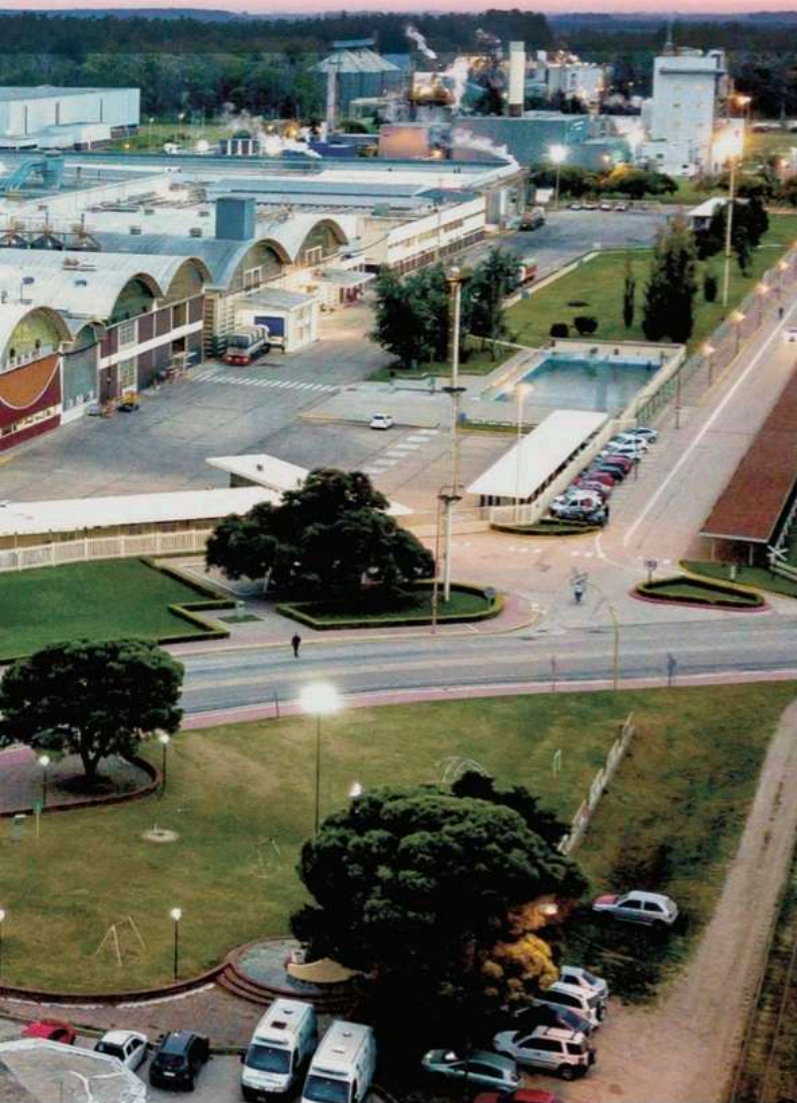
corn starch, animal feed by-products, sugar, milk, semolina, corn flour and corn oil; and Packaging, with capabilities including corrugated cardboard, recycled paper, virgin paper, cardboard packages, paper bags, flexible packages, plastic and bioplastic extrusions, POP material and forestry.

"This guarantees complete control of the entire production process," Pagani explains to **Candy & Snack TODAY**.

The company, the largest hard candy producer in the world, has more than 40 manufacturing facilities located throughout Latin America. "We have a huge production capacity, not only in our major plants in Argentina but also in facilities in Chile, Peru, Brazil and Mexico," he points out.

To ensure its ongoing viability, Pagani says: "We are committed to continuous investment to keep our plants up-to-date with the latest state-of-the-art technology and production capabilities."





experience in the market. "I am convinced this team is ready to face any future challenges and make a difference," he points out.

### A PLAN FOR THE U.S. MARKET

In the short term, he says the strategy for the U.S. market is to expand distribution of best-selling brands such as Bon o Bon and Butter Toffees and build its gummi and wafers businesses. In the long term, the goal is to position Arcor as a private label leader in the U.S. "To achieve this," Pagani explains, "we are planning not only to expand our sales force but also to establish partnerships with brokers around the country."

The company is building from a base of established private label relationships with dollar store chains and club stores. "Our goal is to supply the most important supermarket and drug chains in the country, as well. We have the capacity and expertise to be a good partner for any large chain," Pagani says.

He notes the Arcor's quality and price help drive sales, pointing to its strawberry and fruit-filled candies, which are made with real fruit pulp. "Our top-notch quality, our very competitive price and our huge production capacity set us apart," he tells **Candy & Snack TODAY**.

Pagani also points out Arcor's worldwide distribution model, which is built on strategic alliances with other global companies including Bagley Latinoamérica S.A. and a joint venture with the French group Danone to form the largest cookie company in South America; a Grupo Bimbo partnership in Mexico; and an alliance with Mastellone-La Serenisima, the main dairy company in Argentina. In addition, the company has a partnership with the Coca-Cola Co. for the joint development of products, and more recently, an alliance with Ingredion Inc. in Argentina, Chile and Uruguay.

"We were born in Argentina and have grown in Latin America, and the world is our market," says Pagani. "We celebrate our anniversary looking towards the future. We are sure that our passion, our entrepreneurial spirit and our engagement will continue to fuel Arcor's growth for the next 70 years." **C&S**

Arcor's U.S. line includes hard candies ranging from startlight mints and butterscotch to filled items, as well as chocolates, cookies, crackers, toffees, gummies and classic and gum-filled pops. The company is a major private label supplier and contract manufacturer whose products first appeared in the U.S. in 1967 when Pagani's father established a relationship with a New York-based distributor.

In 1993, it established an office in Miami, and for the past 10 years the U.S. market has been managed by Andrés Alarcon, who oversees a dedicated sales force.

Pagani, a 2000 inductee into the Candy Hall of Fame, points out the U.S. team has more than 20 years of



**“We are committed to continuous investment to keep our plants up-to-date with the latest state-of-the-art technology and production capabilities.”**

LUIS PAGANI, ARCOR GROUP