

HARIBO celebrates 100 years of moments and memories



Although constantly re-inventing itself, 100 years later one thing remains the same: the brand's promise to offer high quality confectionery

Family-owned confectionery brand, HARIBO, is delighted to celebrate its 100th anniversary this month and looks forward to filling the next 100 years with delicious treats and tons of fun.

Over the last century, HARIBO has brought moments of happiness to families all over the world, splashing color, tingling taste buds and connecting generations.

The brand produces more than 1,000 different products at 16 production sites in ten countries and distributes to markets from the Arctic Circle to South America and from Asia to the United States.

Since it was founded in December 1920 by HAns Rlregel of BOnn, from whom the brand takes its

name, the company has always been focused on the future. Throughout its existence, HARIBO has proved to be an innovative leader with its tasty confectionery products, colorful packaging and eye-catching displays.

Respectful as always of its German roots, HARIBO is branching out to new domestic and travel retail markets under the direction of Hans Guido Riegel, the third generation of the family firm.

“The future is tradition at HARIBO. Some things never change in essence, yet remain new and fascinating because they are approached in a fresh and exciting way. The company is constantly re-inventing itself and its products by improving and expanding the range. However, one thing that remains fundamental to our brand is the high quality of our confectionery.

Now, as HARIBO turns 100 years young, our ambition is to continue this success story so that future generations can enjoy the happy world of HARIBO,” says a HARIBO representative.