



HARIBO



GUMMIES

# Brand Observed



## Company overview:

As a family business in the third generation, Haribo celebrated its 100th anniversary in 2020. HARIBO products are now available in more than 120 countries worldwide. HARIBO employs over 7,000 people in 16 locations across ten countries to ensure that customers always have an ample amount of their favourite products – in the usual exceptional quality.

Target Product Category : **Gummies**

Name of the Product : **Haribo**

# NUMBER OF PRODUCTS: 9



**Fruit and plant concentrate:**

Spirulina, safflower, apple, elderberry, orange, black currant, kiwi, lemon, chokeberry, mango, passion fruit, grape

**Serving size:**

30g

**Sweetener:**

Glucose syrup, sugar, dextrose

**Primary Ingredient::**

Glucose syrup; sugar; gelatine; D-glucose; fruit juice from fruit juice concentrate: apple, raspberry, strawberry, lemon, orange, pineapple; acidifier: citric acid; Fruit and plant concentrate: safflower, spirulina, apple, elderberry, orange, kiwi, black currant, lemon, passion fruit, chokeberry, mango, grape; flavouring; elderberry extract; coating agent: beeswax white and yellow, carnauba wax.



**Nutritional Information**

**Per 100g**

**Energy: 343Kcal**

**Fat: <0.5g**

**Carbohydrates: 77g**

**Sugars: 46 g**

**Protein: <6.9g**

**Salt: 0.07g**

**Servings per pack: 4**

**Coating agent:**

Beeswax white and yellow, carnauba wax

**Gelling agent:**

*Gelatin*

**Fruit and plant concentrate:**

Safflower, spirulina, apple, radish, sweet potato, carrot, blackcurrant, hibiscus;

**Serving size:**

32 g (5 pc)

**Sweetener:**

Glucose syrup, sugar, dextrose

**Primary Ingredient::**

Glucose syrup; sugar; gelatine; dextrose; acidifier: citric acid; Fruit and plant concentrate: spirulina, safflower, apple, radish, sweet potato, carrot, blackcurrant, hibiscus; flavour; coating agent: beeswax white and yellow, carnauba wax; invert sugar syrup



**Nutritional Information**

**Per 100g**

**Energy: 343Kcal**

**Fat: <0.5g**

**Carbohydrates: 77g**

**Sugars: 46 g**

**Protein: <6.9g**

**Salt: 0.07g**

**Servings per pack: 4.5**

**Coating agent:**

Beeswax white and yellow, carnauba wax

**Gelling agent:**

*Gelatin*

**Nutritional Information**

**Per 100g**

**Energy: 343Kcal**

**Fat: <0.5g**

**Carbohydrates: 77g**

**Sugars: 46 g**

**Protein: <6.9g**

**Salt: 0.07g**

**Servings per pack: 4.5**

**Coating agent:**

Beeswax white and yellow, carnauba wax

**Gelling agent:**

*Gelatin*

**Serving size:**

32 g (8 pc)

**Sweetener:**

Glucose syrup, sugar, dextrose

**Primary Ingredient::**

Glucose syrup; sugar; gelatine; dextrose; acidifier: citric acid; caramel syrup; flavour; coating agent: beeswax white and yellow, carnauba wax



**Fruit and plant concentrate:**  
Black currant, elderberry, chokeberry, grape, radish, apple, spirulina; elderberry extract

**Serving size:**  
25g

**Sweetener:**  
Glucose fructose syrup, sugar, dextrose

**Primary Ingredient::**  
Sugar; glucose-fructose syrup; wheat flour; wheat starch; palm fat; dextrose; gelatine; emulsifier: mono- and diglycerides of fatty acids; acidulant: citric acid; flavouring; fruit and vegetable concentrates: Black currant, elderberry, chokeberry, grape, radish, apple, spirulina; elderberry extract; colouring agents: curcumin, copper complexes of chlorophyllins; invert sugar syrup; coating agents: white and yellow beeswax, carnauba wax.



**Nutritional Information**  
**Per 100g**  
**Energy: 382Kcal**  
**Fat: <5g**  
**Saturated fat: 3.4 g**  
**Carbohydrates: 81g**  
**Sugars: 61 g**  
**Protein: <2.6g**  
**Salt: <0.01g**

**Servings per pack: 4**

**Coating agent:**  
Beeswax white and yellow, carnauba wax

**Colouring agent:**  
Curcumin, copper complexes of chlorophyllins

**Gelling agent:**  
Gelatin

**Fruit and plant concentrate:**  
Spirulina, apple, carrot, blueberry, elderberry, black currant, orange, kiwi, lemon, chokeberry, grape, mango, passion fruit

**Serving size:**  
25g

**Sweetener:**  
Glucose syrup, sugar, dextrose

**Primary Ingredient:**  
Sugar; glucose syrup; gelatine; acidifier: citric acid; Fruit and plant concentrate: apple, safflower, spirulina, carrot, blueberry, elderberry, black currant, orange, kiwi, lemon, chokeberry, grape, mango, passion fruit; flavouring; elderberry extract; coating agent: beeswax white and yellow, carnauba wax; caramel syrup; invert sugar syrup



**Nutritional Information**  
**Per 100g**  
**Energy: 349Kcal**  
**Fat: <0.5g**  
**Carbohydrates: 82g**  
**Sugars: 63 g**  
**Protein: <4.5g**  
**Salt: <0.03g**

**Servings per pack: 4**

**Coating agent:**  
Beeswax white and yellow, carnauba wax

**Gelling agent:**  
Gelatin



**Fruit and plant concentrate:**  
Safflower, elderberry, black currant, orange, lemon, mango, passion fruit, chokeberry, grape; elderberry extract; flavouring.

**Serving size:**  
25g

**Sweetener:**  
Glucose syrup, sugar, dextrose

**Primary Ingredient:**  
Sugar; glucose syrup; gelatine; acidifier: citric acid, fumaric acid; fruit and plant concentrate: safflower, elderberry, black currant, orange, lemon, mango, passion fruit, chokeberry, grape; elderberry extract; flavouring.



**Nutritional Information**

**Per 100g**

**Energy: 349Kcal**

**Fat: <0.5g**

**Carbohydrates: 82g**

**Sugars: 63 g**

**Protein: <4.5g**

**Salt: <0.03g**

**Servings per pack: 4**

**Coating agent:**  
Beeswax white and yellow, carnauba wax

**Gelling agent:**  
Gelatin

**Fruit and plant concentrate:**

Safflower, apple, spirulina, radish, lemon, sweet potato, carrot, blackcurrant, hibiscus; flavour

**Serving size:**

45g

**Sweetener:**

Glucose, sugar, dextrose

**Primary Ingredient::**

Glucose syrup; sugar; gelatine; dextrose; acidifier: citric acid; Fruit and plant concentrate: safflower, apple, spirulina, radish, lemon, sweet potato, carrot, blackcurrant, hibiscus; flavour; colouring agent: anthocyanins; coating agent: beeswax white and yellow, carnauba wax; invert sugar syrup

**Gelling agent:**

Gelatin

**Nutritional Information**

**Per 100g**

**Energy: 343Kcal**

**Fat: <0.5g**

**Carbohydrates: 77g**

**Sugars: 46 g**

**Protein: <6.9g**

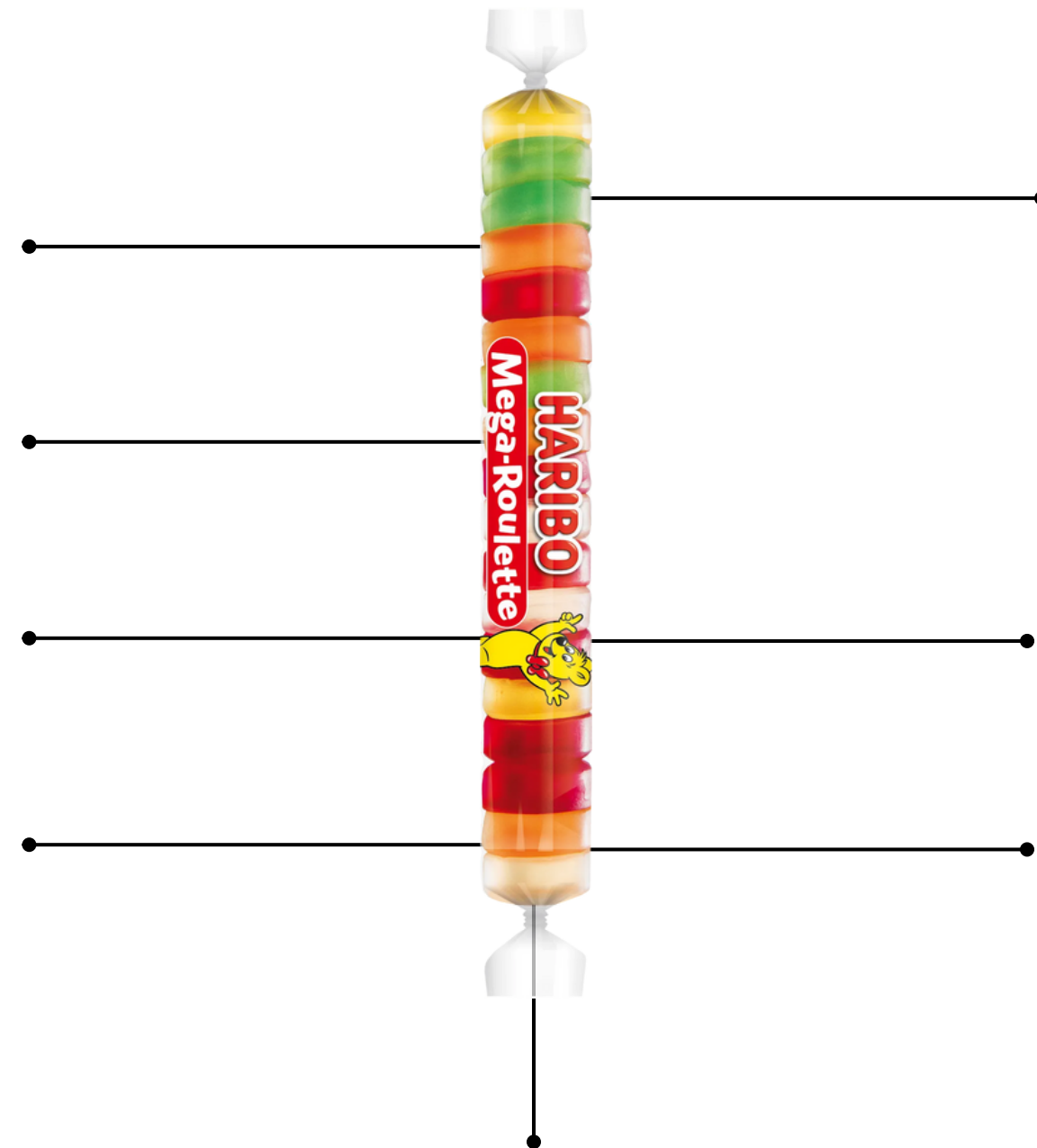
**Salt: 0.07g**

**Coating agent:**

Beeswax white and yellow, carnauba wax

**Colouring agent:**

Anthocyanins



**Fruit and plant concentrate:**  
apple, safflower, spirulina, elderberry,  
black currant, orange, kiwi, lemon,  
mango, passion fruit, chokeberry, grape;  
caramel syrup; elderberry extract

**Serving size:**  
30g

**Sweetener:**  
Glucose, sugar, dextrose

**Primary Ingredient::**  
Glucose syrup; sugar; dextrose; gelatine; acidifier:  
citric acid; flavouring; Fruit and plant  
concentrate: safflower, spirulina, apple,  
elderberry, black currant, orange, kiwi, lemon,  
mango, passion fruit, chokeberry, grape; caramel  
syrup; elderberry extract; coating agent: beeswax  
white and yellow, carnauba wax.



**Servings per pack: 4**

**Nutritional Information**  
**Per 100g**  
**Energy: 342Kcal**  
**Fat: <0.5g**  
**Carbohydrates: 77g**  
**Sugars: 47 g**  
**Protein: <6.6g**  
**Salt: <0.03g**

**Coating agent:**  
Beeswax white and yellow,  
carnauba wax

**Gelling agent:**  
*Gelatin*

**Fruit and plant concentrate:**  
Carrot, spirulina, apple

**Serving size:**  
32g

**Sweetener:**  
Glucose, sugar, dextrose

**Primary Ingredient::**  
Glucose syrup; sugar; gelatine; dextrose; acidifier:  
citric acid; Fruit and plant concentrate: carrot,  
spirulina, apple; flavour; coating: beeswax white  
and yellow, carnauba wax; may contain traces of  
milk, wheat.



**Nutritional Information**  
**Per 100g**  
**Energy: 343Kcal**  
**Fat: <0.5g**  
**Carbohydrates: 77g**  
**Sugars: 46 g**  
**Protein: < 6.9g**  
**Salt: <0.07g**

**Coating agent:**  
Beeswax white and yellow,  
carnauba wax

**Gelling agent:**  
*Gelatin*

**Servings per pack: 3**

The Food Research Lab aids food companies with [food product development](#). The team of food scientists begin the process by gaining consumer insights from consumer market research, which helps them develop products that meet their preferences. This methodological approach and complying with the regulations help develop winning products.

# Contact Us

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**THANK YOU**