

SINCE 1851

E. Wedel



PRODUCT CATALOGUE

FOR PRIVATE LABEL



ABOUT US

QUALITY & TRADITION

We are the oldest and one of the most recognisable chocolate brands in Poland, offering a wide range of high-quality confectionery - from chocolate bars and pralines to chocolate-coated marshmallows, candy bars and sweets. Our chocolate is the result of carefully selecting the finest ingredients, including premium cocoa beans that give it its unique, deep flavour.

E.Wedel's factory has been based in Warsaw since the early days of the brand, operating at its historic site since the 1920s. This is where iconic products such as Ptasię Mleczko® and E.Wedel chocolate have been made for decades.

PRODUCTION IN THE HEART OF POLAND





E.WEDEL

175 YEARS OF HISTORY

Founded in 1851, E.Wedel began when Karol Wedel opened his first confectionery shop on Miodowa Street in Warsaw, quickly winning customers with specialties such as drinking chocolate. In 1930, the brand opened a chocolate factory in Warsaw's Praga district and expanded its portfolio with iconic products including Ptasię Mleczko®, becoming recognised in Poland and abroad. After WWII and decades of state control, the E.Wedel brand returned in 1989 during privatization. Today, as part of Japan's Lotte Group, E.Wedel continues to honour its Warsaw roots while creating chocolate enjoyed by generations.



1851

175 YEARS OF HISTORY AND BUSINESS CONTINUITY



1872

EMIL WEDEL INTRODUCED HIS SIGNATURE ON E.WEDEL PRODUCTS - A TRADITION WE CONTINUE TO THIS DAY



1936

PRODUCTION OF PTASIE MLECZKO® MARSHMALLOWS BEGINS



2024

OPENING OF THE E.WEDEL CHOCOLATE FACTORY MUSEUM

MODERN FACTORY

E.Wedel's Warsaw factory combines a century-long heritage with a forward-looking, innovation-driven approach. In recent years, the site has undergone major upgrades focused on increasing production capacity and efficiency, including modernisation of technical infrastructure, optimisation of production processes, and the launch of new product and packaging R&D laboratories to accelerate and flexibly implement new concepts. The factory's development is supported by continued investments and long-term growth plans, alongside a stronger focus on sustainability and ESG-aligned operations.



10 000 m²

OF FACTORY SPACE



1200

EMPLOYEES CURRENTLY EMPLOYED BY THE COMPANY



>40 k

TONNES OF SWEETS PRODUCED EACH YEAR





PRIVATE LABEL

FROM CONCEPT TO PRODUCTION

At E.Wedel, every private label project starts with a commitment to outstanding quality. We work only with trusted suppliers and manufacturers, carefully verified against our own strict standards. Our R&D team, supported by an expert sensory panel, develops and fine-tunes recipes to ensure consistent quality and a distinctive, memorable taste - so your brand is built on products you can be proud of.

CERTIFICATES

Quality and food safety are confirmed by certificates and supported by controls at every stage of production, in line with strict hygiene standards. Certification remains a key priority across our supply chain and manufacturing processes.



HOW IT WORKS?



CHOCOLATE SOLID TABLETS

Experience the pure intensity of premium cocoa in its most classic form - solid chocolate with no inclusions. Choose milk, dark, or other chocolate type and create a distinctive private label bar crafted with E.Wedel's expertise.



CHOCOLATE SOLID TABLETS

Choose flavour, size and format:



Dark Chocolate
50% cocoa

Shelf-life: 20 months



Dark Chocolate
64% cocoa

Shelf-life: 20 months



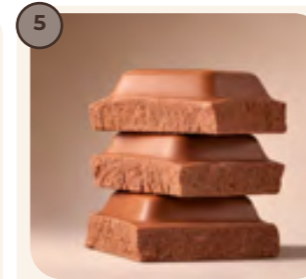
Dark Chocolate
80% cocoa

Shelf-life: 20 months



Milk Chocolate

Shelf-life: 17 months



Extra Milk
Chocolate

Shelf-life: 17 months



White Chocolate

Shelf-life: 15 months



Caramel White
Chocolate

Shelf-life: 17 months

AVAILABLE SIZE & FORMATS:



SIZE / WEIGHT	NO. OF PIECES IN THE BOX	BOXES ON THE PALLET
small: 24 g	20 pc	800 box
regular: 80 / 100 g	22 / 20 pc	234 / 234 box
big: 220 g	10 pc	240 box


CHOCOLATE FILLED TABLETS

Discover the richness of premium chocolate paired with carefully selected, indulgent fillings. Choose milk, dark, or other chocolate types and create a distinctive private label bar with flavour combinations tailored to your brand.

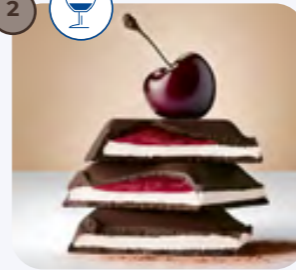


DARK CHOCOLATE FILLED & WITH INGREDIENTS


Classic and fruity favourites that combine rich dark chocolate with caramel, toffee or carefully selected fruit fillings:

- 1



Dark Chocolate with strawberry

Shelf-life: 12 months
- 2



Dark Chocolate with cherry

Shelf-life: 12 months
- 3



Dark Chocolate with coconut

Shelf-life: 12 months
- 4


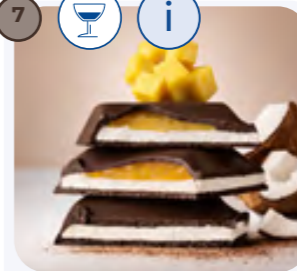
Dark Chocolate with espresso

Shelf-life: 12 months
- 5


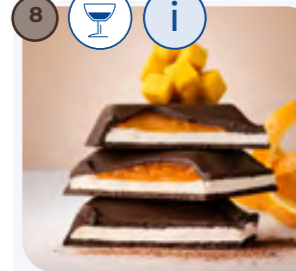
Dark Chocolate with creamy chocolate mousse

Shelf-life: 12 months
- 6


Dark Chocolate with advocaat

Shelf-life: 9 months
- 7


Dark Chocolate with piña colada

Shelf-life: 9 months
- 8


Dark Chocolate with tropical sunrise

Shelf-life: 9 months




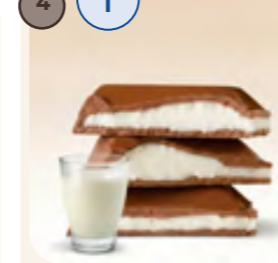







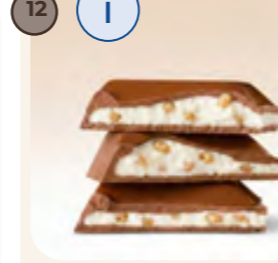
Ask for availability, different MOQ applies

Alcohol-containing filling






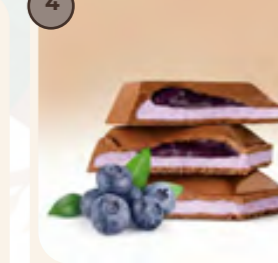


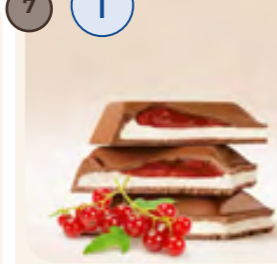
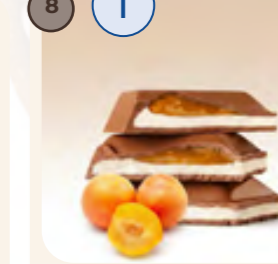
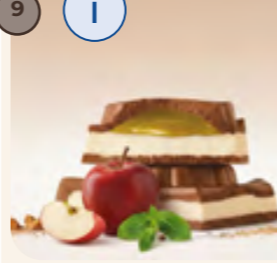
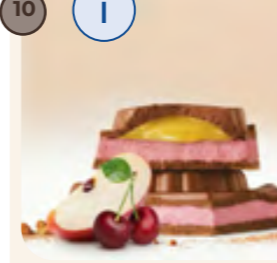
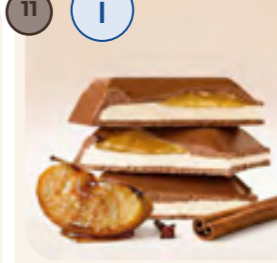
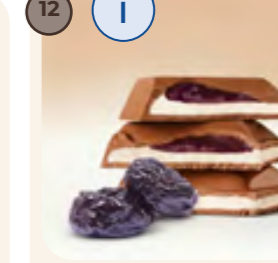
MILK CHOCOLATE FILLED & WITH INGREDIENTS

Classic sweet flavours that combine smooth milk chocolate with caramel, nuts, and beloved dessert-inspired fillings:

<p>1</p>  <p>Milk Chocolate with hazelnut</p> <p>Shelf-life: 12 months</p>	<p>2</p>  <p>Milk Chocolate with toffee</p> <p>Shelf-life: 12 months</p>	<p>3</p>  <p>Milk Chocolate with cappuccino</p> <p>Shelf-life: 15 months</p>	<p>4</p>  <p>Milk Chocolate with milk for kids</p> <p>Shelf-life: 9 months</p>
<p>5</p>  <p>Milk Chocolate with caramel and chocolate</p> <p>Shelf-life: 12 months</p>	<p>6</p>  <p>Milk Chocolate nut filling with wafer and peanut</p> <p>Shelf-life: 12 months</p>	<p>7</p>  <p>Milk Chocolate nut filling with peanut pieces</p> <p>Shelf-life: 12 months</p>	<p>8</p>  <p>Milk Chocolate with chocolate mousse</p> <p>Shelf-life: 12 months</p>
<p>9</p>  <p>Milk Chocolate with panna cotta</p> <p>Shelf-life: 12 months</p>	<p>10</p>  <p>Milk Chocolate with creme brulee</p> <p>Shelf-life: 12 months</p>	<p>11</p>  <p>Milk Chocolate with tiramisu</p> <p>Shelf-life: 12 months</p>	<p>12</p>  <p>Milk Chocolate milk filling with popping candy</p> <p>Shelf-life: 9 months</p>

 Alcohol-containing filling

Milk chocolate with a rich fruit-flavoured filling:

<p>1</p>  <p>Milk Chocolate with strawberry</p> <p>Shelf-life: 12 months</p>	<p>2</p>  <p>Milk Chocolate with raspberry</p> <p>Shelf-life: 12 months</p>	<p>3</p>  <p>Milk Chocolate with blueberry and wild strawberry</p> <p>Shelf-life: 9 months</p>	<p>4</p>  <p>Milk Chocolate with blueberry</p> <p>Shelf-life: 12 months</p>
<p>5</p>  <p>Milk Chocolate with pear</p> <p>Shelf-life: 12 months</p>	<p>6</p>  <p>Milk Chocolate with blackcurrant</p> <p>Shelf-life: 12 months</p>	<p>7</p>  <p>Milk Chocolate with currant</p> <p>Shelf-life: 9 months</p>	<p>8</p>  <p>Milk Chocolate with mirabelle plum</p> <p>Shelf-life: 12 months</p>
<p>9</p>  <p>Milk Chocolate with apple and mint</p> <p>Shelf-life: 9 months</p>	<p>10</p>  <p>Milk Chocolate with apple and cherry</p> <p>Shelf-life: 9 months</p>	<p>11</p>  <p>Milk Chocolate with baked apple</p> <p>Shelf-life: 9 months</p>	<p>12</p>  <p>Milk Chocolate with dried plum</p> <p>Shelf-life: 9 months</p>

 Ask for availability, different MOQ applies

13 i



Milk Chocolate with grapes
Shelf-life: 9 months

14 i



Milk Chocolate with white peach
Shelf-life: 9 months

15 i



Milk Chocolate strawberry with matcha
Shelf-life: 9 months

16 i



Milk Chocolate with tangy lemon
Shelf-life: 9 months

17 i



Milk Chocolate with peach and cranberry
Shelf-life: 9 months

18 i



Milk Chocolate with cherry and hibiscus
Shelf-life: 9 months

19 i



Milk Chocolate with mango and raspberry
Shelf-life: 9 months

20 i



Milk Chocolate with watermelon and melon
Shelf-life: 9 months

21 i



Milk Chocolate with blood orange and mango
Shelf-life: 9 months

22 i



Milk Chocolate with orange and passion fruit
Shelf-life: 9 months

23 i



Milk Chocolate with yogurt and strawberry
Shelf-life: 9 months

24 i



Milk Chocolate with yogurt and peach
Shelf-life: 9 months

i Ask for availability, different MOQ applies

CHOCOLATE FILLED & WITH INGREDIENTS

Choose size and format:

AVAILABLE FORMATS:



AVAILABLE SIZE:

- **regular:**
100 g
- **big:**
295 g

RECOMMENDED PACKAGING AND PALLETIZATION

SIZE / WEIGHT	NO PIECES IN THE BOX	BOXES ON THE PALLET
100 g	20 pc	234 box
295 g	12 pc	162 box

CHOCOLATE PACKAGING

Various packaging formats are available, including foil, paper, displays and other tailored solutions.

- Production MOQ: **10 tonnes***; MMQ foil: **23 tonnes**
- Packaging MOQ: **10 tonnes**

* (excluding big filled tablets 220 g)

PRALINES

A feast for fans of multisensory taste sensations - and a sophisticated gift for any occasion. Our pralines combine premium fillings with original E.Wedel chocolate, crafted with exceptional attention to detail. With elegant shapes and refined patterns, each piece is a small work of art, available in a wide range of flavours for your private label assortment.



PRALINES

Discover our exquisite pralines and their flavours. Choose the shape and filling, and mix them freely to create your own signature selection*.

Start with selecting preferred shape and filling.

Pralines in aluminium foil:



1



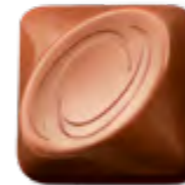
**Barrel shape
in dark chocolate**



Available flavours (with alcohol):

- Cherry
- Au Lait
- Cacao Choix
- Advocaat
- Coconut
- Whisky
- Tropical
- Mojito
- Pistachio
- Salted Caramel
- Mirabelle plum
- Black Elderberry
- Pear
- Raspberry
- Peach
- Plum

2



**Rectangle
in milk chocolate**



**Available flavours
(may contain alcohol):**

- Toffee
- Advocaat
- Irish coffee
- Tiramisu
- Coconut

**Available flavours
(no alcohol):**

- Almond

3



Seasonal pralines in milk chocolate

**Available flavours
(no alcohol):**


- Caramel with crisps
- Milk with crisps
- Strawberry with wafers

* Your final composition will be confirmed when you place your order.

Pralines in plastic tray:

<p>1</p>  <p>Heart shape in milk chocolate</p>	<p> Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Not available 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Chocolate & caramel • Chocolate
<p>2</p>  <p>Rose shape in milk chocolate</p>	<p>  Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Creamy 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Chocolate
<p>3</p>  <p>Gift shape in milk chocolate</p>	<p> Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Toffee 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Milk and peanut
<p>4</p>  <p>Rectangle in milk chocolate</p>	<p> Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Not available 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Coconut

<p>5</p>  <p>Rectangle in milk chocolate</p>	<p> Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Toffee • Advocaat • Irish coffee • Tiramisu • Coconut 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Almond
<p>6</p>  <p>Oval shape in milk chocolate</p>	<p> Available flavours (may contain alcohol):</p> <ul style="list-style-type: none"> • Not available 	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Caramel • Milk filling with crisps • Banana filling with popping candy
<p>7</p>  <p>Coffee bean shape in milk/ dark/ white chocolate</p>	<p>Available flavours (no alcohol):</p> <ul style="list-style-type: none"> • Espresso • Cappuccino • Caffe Latte 	

 Ask for availability, different MOQ applies

Pralines in flow wrap:

1



**Rectangle
in milk chocolate**



Available flavours
(may contain alcohol):

- Toffee
- Advocaat
- Irish coffee
- Tiramisu
- Coconut

Available flavours
(no alcohol):

- Almond

2



Pralines in milk / dark / caramel chocolate

Available flavours
(no alcohol):

- Milk chocolate with toffee & peanuts filling
- Milk chocolate with panna cotta filling
- White caramel chocolate with peanut butter filling

3



Seasonal pralines in milk chocolate

Available flavours
(no alcohol):

- Caramel with crisps
- Milk with crisps
- Strawberry with wafers

4



Pralines in milk chocolate

Available flavours
(no alcohol):

- Milk filling with crisps

PRALINES PACKAGING

We offer a wide range of packaging solutions and can also develop custom options. Packaging recommendations and final packing details will be proposed and confirmed when you place your order.

- Production MOQ: **10 tonnes**
- Packaging MOQ: **10 tonnes**

Samples below, see p. 29 for more details:




















CHOCOLATE BARS

Our bars are a versatile private label option, combining rich chocolate with carefully developed recipes and consistent quality. Our range includes chocolate-covered bars with delicious fillings as well as solid chocolate bars with no filling, offering different flavour profiles and textures to match your brand positioning. Ideal for everyday snacking, on-the-go formats, and multipacks across multiple retail channels.



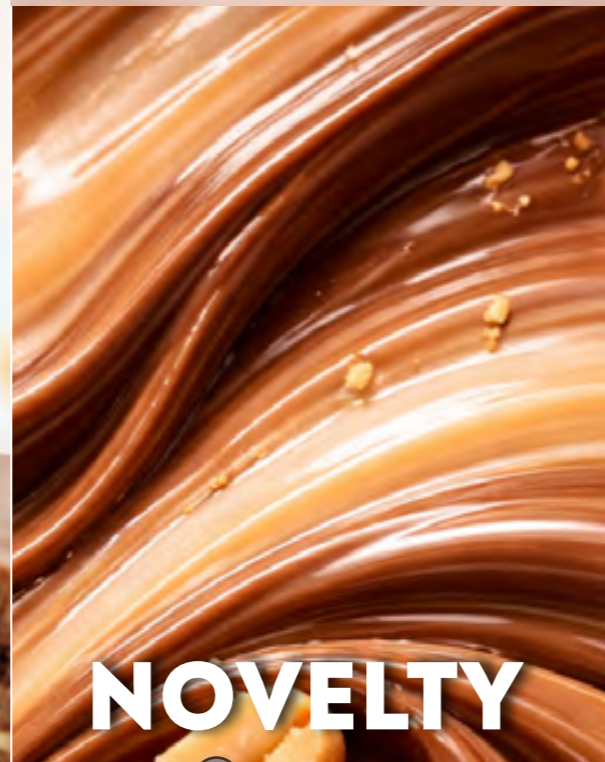
CHOCOLATE BARS

Choose the chocolate cover dark / milk / caramel / white and the filling:


<p>1 </p>  <p>Salted Caramel Shelf-life: 12 months</p>	<p>2 </p>  <p>Toffee Shelf-life: 12 months</p>	<p>3 </p>  <p>Creamy Shelf-life: 12 months</p>	<p>4 </p>  <p>Advocaat Shelf-life: 12 months</p>
<p>5</p>  <p>Chocolate Shelf-life: 12 months</p>	<p>6</p>  <p>Cherry Shelf-life: 12 months</p>	<p>7</p>  <p>Pear Shelf-life: 12 months</p>	<p>8</p>  <p>Coconut Shelf-life: 12 months</p>
<p>9</p>  <p>Milk chocolate Shelf-life: 15 month</p>	<p>10</p>  <p>Dark chocolate Shelf-life: 15 months</p>	<p>PACKAGING & PALLETIZATION</p> <p>WEIGHT: 45 G</p> <hr/> <p>NO. OF PIECES IN THE BOX: 24 PC</p> <hr/> <p>BOXES ON THE PALLET: 527 BOX</p>	
<p>1</p>  <p>Solid dark Shelf-life: 18 months</p>	<p>2</p>  <p>Solid milk Shelf-life: 15 months</p>	<p>3</p>  <p>Solid caramel Shelf-life: 15 months</p>	<p>PACKAGING & PALLETIZATION</p> <p>WEIGHT: 25 G</p> <hr/> <p>PC / BOX: 20 PC</p> <hr/> <p>BOX / PALLET: 800 BOX</p>

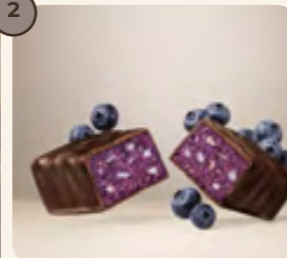
DARK CHOCOLATE COVERED CANDIES

Create your own private label assortment of dark chocolate covered candies crafted with original E.Wedel chocolate and carefully selected fillings. A refined mix of textures and flavours makes these bite-sized sweets perfect for sharing, gifting, or everyday indulgence. Choose the flavour variety and pack format to build an elegant assortment tailored to your brand and market.



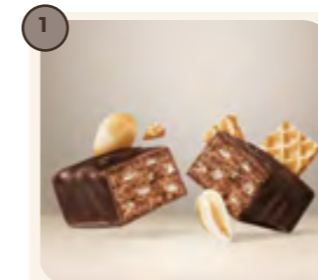
NOVELTY

1 
Pumpkin spice
Shelf-life: 9 months

2 
Blueberry
Shelf-life: 9 months

DARK CHOCOLATE COVERED CANDIES

Choose the flavour. You can choose a single flavour or create your own signature mix from the available options:



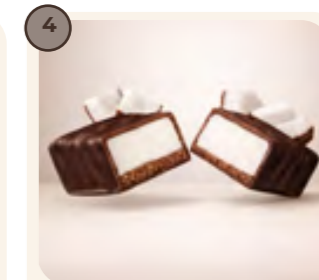
Nut filling with wafer pieces
Shelf-life: 9 months



Nut filling with crunchy nut pieces
Shelf-life: 9 months



Toffee-flavoured filling
Shelf-life: 9 months



Coconut-flavoured filling
Shelf-life: 9 months



Coffee-flavoured filling
Shelf-life: 9 months



Orange-flavoured filling
Shelf-life: 7 months



Chocolate filling with wafer and nut pieces
Shelf-life: 9 months



Chocolate filling with coconut crunch
Shelf-life: 7 months




Chocolate filling with caramel crunch
Shelf-life: 7 months

RECOMMENDED PACKAGING AND PALLETIZATION

SIZE / WEIGHT	PIECES IN THE BOX	BOXES ON THE PALLET
240 g	12 pc	54 box
356 g	10 pc	54 box
1 kg	12 pc	32 box
3 kg	1 pc	132 box
7 kg	1 pc	40box

● Production MOQ: **10 tonnes** ● Packaging MOQ: **10 tonnes**

 Ask for availability, different MOQ applies

HALVA & SESAME

Halva and sesame treats offer a distinctive sesame-based taste experience - from rich, creamy halva in classic and filled varieties to light, crunchy sesame brittle made with toasted sesame seeds. Made with high-quality ingredients, they are an excellent choice for private label lines, offering a satisfying balance of texture and flavour for everyday snacking, sharing, or gifting.



HALVA & SESAME

Choose the flavour:

1

Vanilla Halva

Shelf-life: 14 months

2

Halva with nut chunks

Shelf-life: 12 months

3

Cocoa Halva

Shelf-life: 12 months

4

Halva with nuts raisins

Shelf-life: 12 months

RECOMMENDED PACKAGING AND PALLETIZATION

SIZE / WEIGHT	NO. OF PIECES IN THE BOX	BOXES ON THE PALLET
50 g	20 pc	512 box
200 g	18 pc	84 box

● Production MOQ: **10 tonnes** ● Packaging MOQ: **10 tonnes**

Ask for availability, different MOQ applies

5

Sesame Snacks

Shelf-life: 12 months

RECOMMENDED PACKAGING AND PALLETIZATION

SIZE / WEIGHT	NO. OF PIECES IN THE BOX	BOXES ON THE PALLET
27,5 g	40 pc	420 box

● Production MOQ: **10 tonnes** ● Packaging MOQ: **10 tonnes**

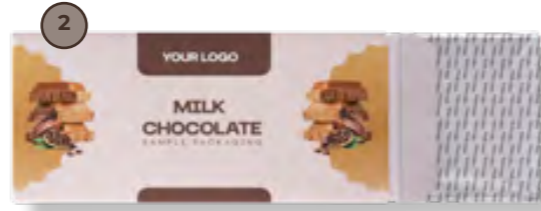
PICK YOUR PACKAGING

We offer a wide range of packaging solutions and can also develop custom options. Below we present selected packaging examples for each product type to make your choice easier. Packaging colours and design are fully customisable to match your brand.*

CHOCOLATE TABLETS PACKAGING



Standard packaging:
foil, various sizes,
custom printing



Premium packaging:
carton box + foil, various sizes,
custom printing

CHOCOLATE BARS PACKAGING



Standard packaging:
foil, various sizes,
custom printing

CHOCOLATE COVERED CANDIES PACKAGING



Standard packaging:
foil, various sizes,
custom printing

SESAME SNACK PACKAGING



Standard packaging:
foil, various sizes,
custom printing

HALVA PACKAGING



Standard packaging:
foil, various sizes,
custom printing

PRALINES PACKAGING



Carton packaging: decorative gift box,
various shapes, custom printing



Premium packaging: metallic tin box,
various shapes, custom printing

***Note:** The sample packaging shown above represents only a small part of our packaging possibilities. We can also develop packaging in dedicated, custom shapes.



CONTACT US

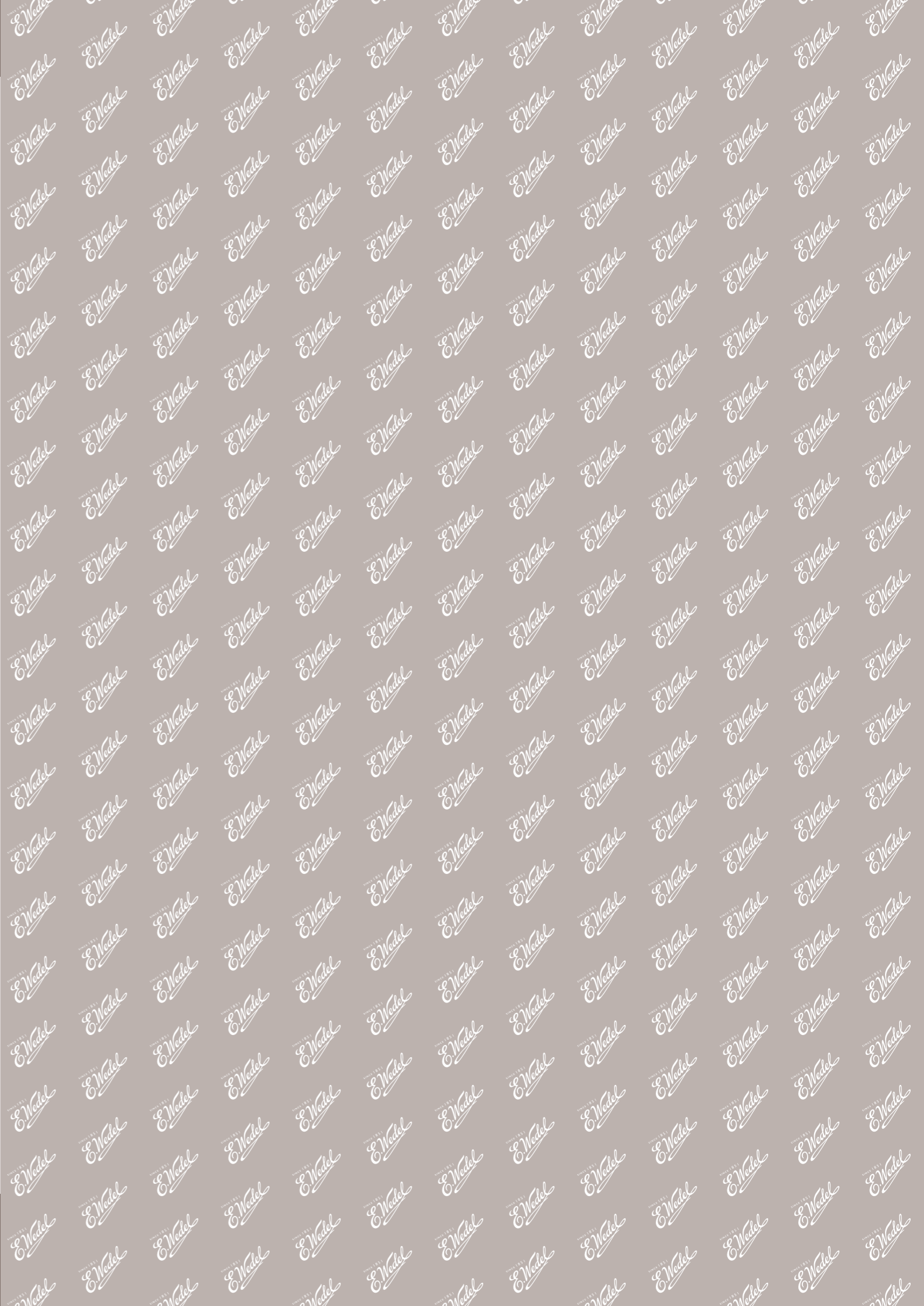
This catalogue is just the starting point of what we can create together. Backed by a modern, highly capable factory and extensive expertise, we are ready to support your private label ambitions - from selecting the right products to tailoring formats and solutions for your market. If you have any questions or would like to discuss your project, we invite you to get in touch and explore a long-term partnership with E.Wedel.



CONTACT US

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www.wedel.com



SINCE 1851
E. Wedel

FOR PRIVATE LABEL

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DIGITAL VERSION



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