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State of the Art

COOKIES & CHOCOLATES

IN CHILE

FLANDERS INVESTMENT & TRADE MARKET SURVEY

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COOKIES & CHOCOLATES IN CHILE

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1. INTRODUCTION

Over the past years, foreign cookie and chocolate consumption has experienced strong growth in Chile: the value of Chilean cookie imports rose from 29.2 million USD in 2011 to 42.9 million USD in 2017. The Chilean import of chocolate increased from 18.7 million USD in 2011 to 46.4 million USD in 2017.

There are already several Belgian companies active in Chile, and the imports of Belgian cookies and chocolates has further increased over the last years. The value of Belgian cookie imports has almost multiplied by ten since 2011 (from 90,088 USD in 2011 to 807,748 USD in 2017). Belgian chocolate imports have doubled since 2011, going from 2.3 million USD in 2011 to 4.1 million USD in 2017.

This market study is intended for Flemish cookie and chocolate producers who would like to learn more about the Chilean cookie and chocolate industry.

We start by describing the cookie and chocolate industry in Chile and its evolution up to 2017, including a description of important players like Carozzi and Nestlé Chile S.A.

We also provide the reader with an overview of the most recent related trade flows: the imports evolution from 2011 to 2017, as well as statistics and prices in the local market of national and imported cookies and chocolates.

A chapter on sector regulations is also included: tariffs, labeling regulations, etc. There is also a chapter about the different consumption trends.

2. COOKIE & CHOCOLATE MARKET

Chile is an ideal market to start when wanting to do business in Latin America, due to its favorable economic legislation, few import duties, relatively high purchasing power and proximity of the port of entry to the main concentration of consumers.

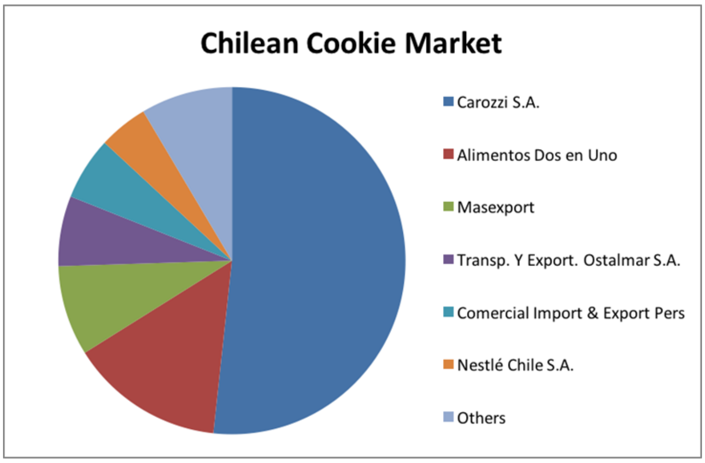
The capital, Santiago de Chile, has a population of about 7 million and is only 120 kilometers located from the port of Valparaiso.

It is important to take into account that when doing business in Chile personal contact and the ability to speak Spanish fluently are of vital importance.

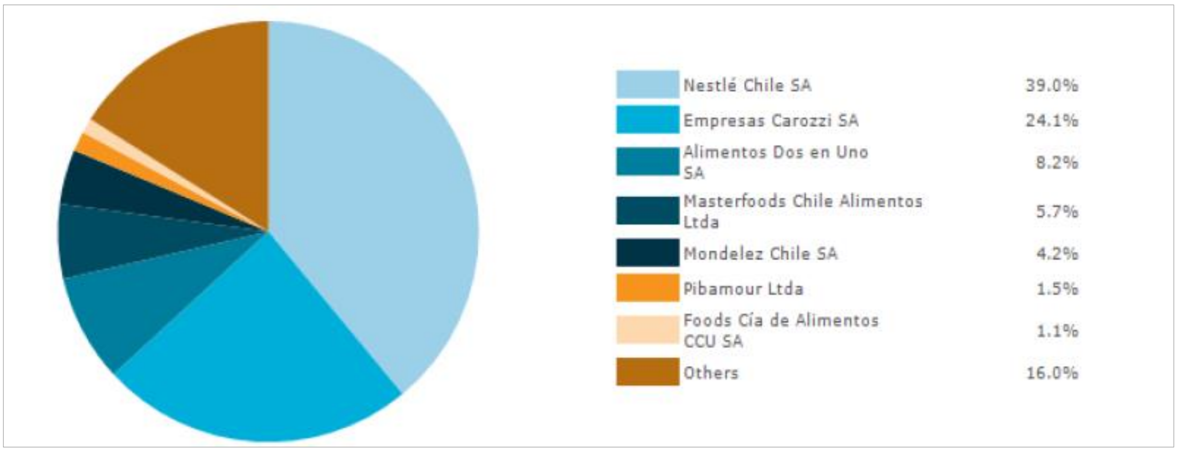
It is also vital to choose the right partner to work with and to be patient; Consider your options, for example which importer is best suited for your products and needs?

Interestingly, the Chileans are the biggest consumers of chocolates in Latin America. Per capita they consumed 2.1 kg in 2016.

The biggest players on the market are the Chilean company Carozzi S.A., followed by Nestlé from Switzerland and Industria de Alimentos Dos en Uno S.A..



Source: www.checkpoint.cl



Source: Euromonitor

3. MAIN PLAYERS

3.1 CAROZZI

Carozzi (http://carozzi.cl/) is one of the biggest Chilean food companies. It is the biggest player in the cookies market and second biggest in the chocolate market in Chile. Carozzi also produces and sells pastas, flour and pre-mixes, rice, jams, oats, tomato sauces, tomato pulp, candy and sweets, cereals, juices, fruit pulp, snacks, and pet food.

Carozzi, founded in 1898, has its headquarters in Santiago de Chile and offices in Chile, Colombia, Venezuela, Ecuador, the US, Mexico, Paraguay, Peru and Bolivia. The company exports to over 30 countries. Within Chile there are 7 branches (Antofagasta, Coquimbo, Talca, Concepción, Temuco, Osorno and Punta Arenas) and 7 factories (Planta Reñaca, Planta Nos, Planta Talca, Planta Parral, Planta Teno, Planta Lontué, Planta Victoria). Planta Nos Carozzi produces, among other products, cookies and in Planta Recaña chocolates and other sweets are produced. The company also have 4 factories in Peru, one of which produces cookies, chocolates and other sweets. In 2017, Carozzi had about 11,000 employees and 1.22 billion USD in sales revenue worldwide.

Carozzi has 18 brands of products, two of which offer cookies (Costa and Vivo) and four of which offer chocolates (Ambrosoli, Calaf, Natur and Costa). Both Costa and Ambrosoli have several sub-brands such as Chocman, Carezza, Bambino, Frac, Nik and Costanuss (all Costa sub-brands) and Orly, Golden Nuss, Vizzio and Cher (Ambrosoli sub-brands).

The 2016 Labelling Law (Ley de Etiquetado de Alimentos) had a strong effect on Carozzi. A black label must be put on the front of a product if it contains high fat, sugar, calories or sodium content. Furthermore, products with such a black label have several restrictions, such as not being allowed to be advertised to children under 14 years old and the prohibition of selling black-labeled products in school kiosks. Evidently, this law affected the distribution and sales of some products. Carozzi was forced to make some adaptions, for instance more automation in the cookie lines.

According to Checkpoint, in 2017 Carozzi had a 51.71% share in the cookies market and a 24.1% market share in the chocolate market.

Carozzi's cookies export declined somewhat between the period 2015 to 2017, from 4.42 million USD in 2015 to 4.15 million USD in 2017. Chocolate exports, on the other hand, increased during this period, from 5.41 million USD in 2015 to 6.25 million USD in 2017. (Sources: Retailfinanciero, Carozzi, Euromonitor)

3.2 NESTLÉ CHILE

In 2017 Swiss company Nestlé (http://www.nestle.cl/) had worldwide sales of 94.87 billion USD. On the Chilean chocolate and cookies market, the company is respectively the first and sixth biggest player.

Nestlé entered the Chilean market in 1934 and is headquartered in Santiago. In Chile, the company boasts 7 factories (Maipú, Macul, Graneros, San Fernando, Los Ángeles, Cancura and Llanquihue), of which one produces cookies and chocolates (Maipú). No less than 10 distribution centers (Iquique, Antofagasta, Maipú, Macul Helados, Macul Refrigerados, Pudahuel Petcare, Quilicura, Concepción, Puerto Montt, Punta Arenas) make sure the goods get to the customers. In 2016 Nestlé Chile employed 7,522 workers and sold 1.53 billion USD worth of goods in more than 110.000 sales points spread over the country.

Besides cookies and chocolate, Nestlé Chile also produces and sells coffee, cereals, ice cream, broths, soups, sauces, mashed potatoes, rice, pastas, milk-based products and baby food.

In 2017 Nestlé had a 39% share of the 616 million USD chocolate market and a 4.58% market share in the Chilean cookies market.

In 2016 Nestlé Chile's total exports amounted to 186 million USD, with only a very small proportion of that being from cookies and chocolate (about 3.5 million USD). It is clear the Nestlé Chile produces mainly for the internal market. (Sources: Retailfinanciero, Nestlé Chile, Euromonitor)

3.3 ALIMENTOS DOS EN UNO (ARCOR)

Alimentos Dos en Uno is a subsidiary of the Argentine company Arcor (http://www.arcor.cl). Alimento Dos en Uno is well-known in Chile because of its famous chewing gum "Dos en Uno". Arcor is active in more than 120 countries. Cookies and chocolates are manufactured at the Arcor Industrial Plant in Cerrillos.

Arcor is the first producer of candy worldwide and is a market leader in chewing gum and candy in Chile. Nowadays, Arcor has quite a large market share in the cookies (14%) and chocolate (8.2%) market.

Arcor has its commercial office in Santiago de Chile, two production plants in Planta Arauco and Planta Las Encinas, and one distribution centre in Cerrillos. In total, they have more than 500 employees and their total exports account for 18.9 million USD.

Arcor has four product categories: chocolates, candy, chewing gum and cookies. Arcor owns more than 40 brands. Cookies exports were 1.15 million USD in 2017, and chocolate exports 5.57 million USD. (Sources: Checkpoint, Arcor, Euromonitor)

4. IMPORT STATISTICS

4.1 COOKIES

Over the past years, Belgian cookie imports have steadily increased. Belgian cookie imports represent almost 2% of the total cookie imports of Chili (2017). In 2017 Belgium ranked among the top five European cookie exporters to Chili (after Germany, Denmark, Italy and Spain), climbing from 14th (in 2014) to 11th place (in 2017). Between 2014 and 2017, the total Belgian cookie CIF value doubled.

2014:

No	Country of Origin	Unit	Volume	Cif in USD	% in the market
1	ARGENTINA	Kgr.Netos	9.355.417,58	22.711.709,47	46,30
2	MEXICO	Kgr.Netos	1.299.107,76	3.482.447,65	7,10
3	BRASIL	Kgr.Netos	1.286.272,85	3.422.705,27	6,98
4	ALEMANIA	Kgr.Netos	891.701,00	3.393.331,47	6,92
5	USA. - ESTADOS UNIDOS	Kgr.Netos	739.353,42	2.919.969,57	5,95
6	DINAMARCA	Kgr.Netos	347.385,02	2.312.859,95	4,72
7	ITALIA	Kgr.Netos	352.504,74	2.046.031,25	4,17
8	PERU	Kgr.Netos	946.233,34	1.621.634,10	3,31
9	COLOMBIA	Kgr.Netos	557.203,94	1.235.210,46	2,52
10	NICARAGUA	Kgr.Netos	516.155,30	1.104.564,47	2,25
14	BELGICA	Kgr.Netos	50.131,01	418.872,87	0,85
	TOTAL	Kgr.Netos	16.341.465,95	44.669.336,53	

2017

No	Country of Origin	Unit	Volume	Cif in USD	% in the market
1	ARGENTINA	Kgr.Netos	6.193.139,16	15.596.366,12	33,23
2	ALEMANIA	Kgr.Netos	1.845.666,86	6.181.008,52	13,17
3	MEXICO	Kgr.Netos	2.468.498,22	5.325.614,03	11,35
4	USA. - ESTADOS UNIDOS	Kgr.Netos	1.086.361,44	3.499.502,90	7,46
5	PERU	Kgr.Netos	1.871.397,31	2.830.706,14	6,03
6	DINAMARCA	Kgr.Netos	340.161,90	1.948.560,34	4,15
7	BRASIL	Kgr.Netos	861.879,83	1.805.782,57	3,85
8	ITALIA	Kgr.Netos	367.312,55	1.686.360,20	3,59
9	COLOMBIA	Kgr.Netos	858.592,35	1.353.061,56	2,88
10	ESPAÑA	Kgr.Netos	231.051,26	857.262,68	1,83
11	BELGICA	Kgr.Netos	124.358,48	807.748,22	1,72
	TOTAL	Kgr.Netos	16.248.419,38	41.891.973,28	

Source: www.checkpoint.cl

4.2 CHOCOLATE

Belgium has been a top 10 exporter for chocolates to Chile since 2011. Between 2011 and 2015 chocolate exports to Chile remained the same, but since then the CIF value has doubled. Belgium is now the 2nd largest European exporter of chocolates to Chile after Germany.

2011:

No	Country of Origin	Unit	Volume	Cif in USD	% in the market
1	ARGENTINA	Kgr.Netos	1.413.348,17	8.164.211,69	36,50
2	BRASIL	Kgr.Netos	584.823,12	4.706.869,36	21,05
3	BELGICA	Kgr.Netos	366.442,55	2.357.293,05	10,54
4	ALEMANIA	Kgr.Netos	232.849,08	1.704.823,08	7,62
5	USA. - ESTADOS UNIDOS	Kgr.Netos	172.896,23	1.230.984,79	5,50
6	MEXICO	Kgr.Netos	340.420,59	892.872,67	3,99
7	ESPAÑA	Kgr.Netos	78.028,97	867.973,99	3,88
8	SUIZA	Kgr.Netos	33.024,69	538.630,54	2,41
9	TURQUIA	Kgr.Netos	89.782,18	365.984,76	1,64
10	ITALIA	Kgr.Netos	44.988,23	242.288,79	1,08
	TOTAL	Kgr.Netos	3.356.603,81	21.071.932,72	100,00

2015:

No	Country of Origin	Unit	Volume	Cif in USD	% in the market
1	ARGENTINA	Kgr.Netos	1.812.663,52	15.134.097,46	26,74
2	USA. - ESTADOS	Kgr.Netos	1.840.859,29	8.620.789,66	15,23
3	ALEMANIA	Kgr.Netos	1.000.801,48	5.919.429,91	10,46
4	BRASIL	Kgr.Netos	852.520,89	5.844.799,72	10,33
5	ITALIA	Kgr.Netos	505.613,77	3.042.660,75	5,38
6	BELGICA	Kgr.Netos	256.413,94	2.174.832,48	3,84
7	HOLANDA	Kgr.Netos	180.293,93	2.083.687,88	3,68
8	REINO UNIDO	Kgr.Netos	310.419,96	1.968.652,37	3,48
9	ESPAÑA	Kgr.Netos	164.278,39	1.760.064,14	3,11
10	COLOMBIA	Kgr.Netos	327.094,80	1.327.411,71	2,35
	TOTAL	Kgr.Netos	7.250.959,96	47.876.426,08	100,00

2017:

No	Ranking Country of Origin	Unit	Volume	Cif in USD	% in the market
1	USA. - ESTADOS UNIDOS	Kgr.Netos	1.738.355,31	7.996.355,99	15,59
2	ALEMANIA	Kgr.Netos	1.230.210,06	7.572.246,71	14,76
3	ARGENTINA	Kgr.Netos	1.234.190,56	4.837.412,38	9,43
4	BELGICA	Kgr.Netos	576.190,42	4.138.828,57	8,07
5	BRASIL	Kgr.Netos	802.715,82	3.898.195,52	7,60
6	REINO UNIDO	Kgr.Netos	521.677,92	3.240.773,50	6,32
7	ESPAÑA	Kgr.Netos	326.868,55	2.219.467,33	4,33
8	FRANCIA	Kgr.Netos	248.014,39	1.641.294,80	3,20
9	ITALIA	Kgr.Netos	316.731,42	1.598.681,56	3,12
10	COLOMBIA	Kgr.Netos	495.647,70	1.528.167,58	2,98
	TOTAL	Kgr.Netos	7.490.602,14	38.671.423,94	100,00

Source: www.checkpoint.cl

5. DISTRIBUTION CHANNELS AND PRICING TABLES

The channels of distribution are supermarkets, gourmet shops and retail. Imported cookies and chocolates normally get to retail through an importer/distributor. Below you will find an overview of set prices (especially of gourmet imported cookies and chocolate) at Jumbo supermarkets. (For your information 1€ is about 750 CLP).

5.1 COOKIES

Brand and Name	Country of Origin	Weight (Grams)	Price (CLP)	Price/kg (CLP)	Importer
Jules Destrooper	Belgium	100	2,599	25,990	Pibamour Ltda.
Walkers	United Kingdom	150	2,799	18,660	Cencosud Retail S.A.
Colombia de Cauca	Chile	135	1,590	11,777	/
BE Cookies (alimentos vida Saludable)	Chile	162	1,429	9,924	/
Izkol (Kohler y Cía)	Chile	125	1,199	9,592	/
Merlu	The Netherlands	200	1,699	8,945	Cencosud Retail S.A.
Bergen	Chile	150	1,229	8,193	/
Lotus	Belgium	250	1,949	7,796	Pibamour Ltda.
Alimentos Nutra Bien	Chile	175	1,349	7,708	/
Kelsen	Denmark	454	3,449	7,596	Cencosud Retail S.A.
Fitness (Nestlé)	Chile	125	639	5,112	/
Amaretti	Italia	200	1,000	5,000	Hipermercados Tottus
Voortman Bakery	Canada	350	1,699	4,854	Cencusud Retail S.A.
Costa (Carozzi)	Chile	240	999	4,162	/

5.2 CHOCOLATE

Brand and name	Country of Origin	Weight (Grams)	Price (CLP)	Price/kg (CLP)	Importer
Milka	Austria	100	1.199	11.990	Mondelez Chile S.A.
Belgian	Belgium	100	2.669	26.690	Inversiones y Servicios Iban Ltda.
Guylian	Belgium	100	2.989	29.890	Pibamour Ltda.
Hershey's Symphony	Brasil	120	1.969	16.048	ICB S.A.
Hershey's Air	Brasil	100	1.899	18.990	ICB S.A.
Costa Chocolate Blanco	Chile	80	1.399	17.488	
Ambrosoli Golden Peanuts	Chile	145	1.099	7.579	
Nestlé Capri	Chile	90	849	9.433	Nestlé Chile
Nestlé KitKat	Chile	41,5	690	16.829	Nestlé Chile
Jacquot Bombones	France	1000	9.499	9.499	Elbelman Corp S.A.
Ritter Sport	Germany	100	1.929	19.290	Pibamour Ltda.
Kuchenmeister	Germany	400	1.799	4.498	Censosud Retail S.A.
Heidi	Romania	80	1.889/unidad	1.889/unidad	Espol S.A.
Valor	Spain	100	1.499	14.990	Censosud Retail S.A.
Lindt Thins	Switzerland	125	6.919	55.352	Pibamour Ltda.
Lindt Excellence	Switzerland	100	3.249	32.490	Pibamour Ltda.
Toblerone	Switzerland	200	3.179	15.895	Mondelez Chile S.A.
Droste	The Netherlands	100	1.549	15.490	Promerco
Ghirardelli	USA	100	2.299	22.990	Censosud Retail S.A.

6. IMPORT TARIFFS AND OTHER TAXES

In general, goods entering Chile are subject to a customs duty of 6% on the CIF value (Value of the goods (FOB) + Freight + Insurance) and a value added tax (19% on the CIF value + the customs duties).

However, thanks to the Free Trade Agreement between Chili and EU most of the goods coming from and made in countries of the European Union – are exempted from import duties. Goods with customs codes 18069000 and 18063100 (chocolate) and 19059030 and 19053100 (cookies) have a 100% preference; therefore these goods are not subject to the 6% customs duties on its import in Chile.

EXAMPLES OF TAX CALCULATION

Cálculo de Gravámenes		
País :UNION EUROPEA	800-AAPCC	**Advalorem 0%**
1905	Productos de panadería, pastelería o galletería, incluso con adición de cacao; hostias, sellos vacíos de los tipos utilizados para medicamentos, obleas para sellar, pastas secas de harina, almidón o fécula, en hojas, y productos similares.	
19053100	- -Galletas dulces (con adición de edulcorante)	
Valor Cif		1.000,00
Ad Valorem..:0%		0,00
IVA..:19%		190,00
Total Tributos US$		**190,00**

Cálculo de Gravámenes		
País :UNION EUROPEA	800-AAPCC	**Advalorem 0%**
1806	Chocolate y demás preparaciones alimenticias que contengan cacao.	
18069000	-Los demás	
Valor Cif		1.000,00
Ad Valorem..:0%		0,00
IVA..:19%		190,00
Total Tributos US$		**190,00**

Sources:
www.sii.cl/pagina/jurisprudencia/leyviva1_1.htm
http://servicios3.legalpublishing.cl/productos/calculo/inicio.asp

7. LABELLING AND MARKING REQUIREMENTS

Commercialized imported products must display the country of origin when being sold in Chile. Packaged goods must be labeled identifying the quality, purity, ingredients or mixtures, and the net weight or measurements of the content. Labeling must be in Spanish and measurements must be metric. The use of an additional language is authorized.

Imported canned and packaged foods must carry Spanish labels for all ingredients, including additives, manufacturing and expiration dates of the products, and the name of the producer or importer. The net content's size and weight has to be mentioned in a metric system. If the imported goods do not comply with these requirements, they will not be sold to consumers, until they do comply. For instance, a can of food labeled in English needs to be re-labeled in Spanish in order to be sold to consumers.

In June 2016 the 'Labeling Law' (Ley de Etiquetado de Alimentos) was put into force. Manufacturers must put a health warning message "Alto en/High in" on all packaging if the sugar, fat, sodium or calorie content has passed a certain threshold. The purpose of this law is to inform consumers about products that have high sugar, sodium, calorie or fat content, in the hope that they will consume less of these products. The limits triggering the "high in" labels will be lowered (made stricter) over time (on a yearly basis). Also, products that contain an excess of those ingredients are forbidden from being advertised or from being "hooks" (e.g.: toys, stickers, etc.) aimed at children younger than 14 years old; moreover, they may not be promoted or sold in schools. The new regulation does not apply to products that do not have added sugars, sodium or saturated fat.

Labels must be in Spanish, but the information may be repeated in another language. Sticker labels may be used but must first be approved. Labels must bear the following information:

1.- **Food name**: The name must indicate the true nature of the food. Notwithstanding the name, the brand may be given. In substitute products, this condition must be clearly indicated. Next to the name or very close to it there must appear the additional words or phrases necessary to avoid errors or deceit regarding the true nature and physical condition of the food, including but not limited to the packing type or medium, the form of presentation, or the type of treatment it has undergone;

2.- **Net content** expressed in units of the metric system or the international system, with the unit symbol or full word. No term with ambiguous meaning must accompany the values of net content. In addition to the declaration of net content, for food packed in a liquid medium, the drained weight of the food must be indicated in units of the metric system or of the international system;

3.- For domestic foods, the **name** or business **name and address of the manufacturer**, producer; processor, packer, or distributor, as applicable;

4.- **Country of origin** must be clearly indicated in both domestic and imported products, in accordance with established labeling standards regarding this information, in Decree No. 297 of 1992, of the Ministry of Economy, Development, and Reconstruction, or in the legislation that replaces it;

5.- **Number and date of the resolution** and the name of the Health Service authorizing the establishment that prepares or packs the product or authorizes its placement;

6.- **Date of manufacture** or packaging date of the product. This must be legible, and placed in an area of the package that is easily located and must be stated in the following manner and order:

- The day, using two digits

- The month, using two digits or the first three letters of the month, and the year, using the last two digits.

For products whose minimum duration is less than or equal to 90 days, the year may be omitted. For products whose minimum duration is no less than three months, the day may be omitted.

The industry can identify the date of manufacture with the code corresponding to the production batch. In this case the latter's records must always be available to the health authority;

7.- **Expiration date** or duration of the product. This information shall be placed on the packaging in a place that is easily located and with a prominent legend. The expiration date shall be indicated in the form and order set for the date of manufacture. The duration must be indicated in terms of days or months or years, as applicable, always using whole units, unless it is of "indefinite duration", in which case this information must be entered.

For products identifying the date of manufacture with the code of the production batch, the duration must be labeled in terms of the expiration date, while those expressly indicating the date of manufacture may use the expiration date or duration period.

Products with a label of "indefinite" must necessarily indicate the date of manufacture.

8.- **Ingredients**. On the label must be included the list of all ingredients and additives that make up the product, with their specific names, in descending order of proportion, except for flavor and aroma enhancers, pursuant to the provisions of Article 136 of this regulation.

When the food, ingredient, or derivative is or contains any of the substances that cause hypersensitivity (food allergens), as officially recognized by resolution of the Chilean Ministry of Health, published in the Official Gazette, the allergen(s) must be indicated in the list of ingredients, in letters of a size no less than the letters of the general ingredients, or with the heading "Contains ... " or similar. If the ingredient is a derivative of any of the allergens recognized by the resolution, then both the ingredient and the allergen must be labeled, as in the following example: casein (milk) or milk casein. If the food is at risk of contamination, from production or processing to marketing, from said allergens, then any of the following phrases must be included after the list of ingredients: "May contain ... ", "Contains small amounts of ...", "Contains traces of ... " or "Made in lines that also process ....", listing the allergen in question.

9.- **Additives**, the incorporation of additives must be indicated on the label, in descending order of concentration, with their specific names, with the exceptions noted in the corresponding title. Any food additive that has been used in raw materials and other ingredients in a food, and passes to the food in sufficient quantity to perform a technological function in it, must be included in the ingredient list;

10.- **Nutritional information** pursuant to the provisions of Article 115 of this regulation;

11.- **Storage instructions**, in addition to the date of minimum duration, special conditions required for the preservation of food must be indicated on the label, if the validity of the date of minimum duration depends on its compliance. In the event that, once opened, the product requires refrigeration or another special environment, this should also be noted in the labeling;

12.- **Instructions for use**, the label must contain the necessary instructions, including reconstitution, where applicable, to ensure the correct use of the food;

13.- For imported products, the **name and address of the importer**. The importer must maintain a record of all items admitted into the country, for a minimum period of 90 days after the expiration date or the duration of the product, as appropriate. Foods of indefinite duration must be kept on record for at least three years.

This record must provide background information to the customs agency at destination, the health history of the product, the authorization for use and consumption, the codes of the production batches or dates of manufacture, expiration date, country of origin, type of product, brand, the name of the foreign supplier and must be, at all times, available to the Health Authority. The code of the production batch or date of manufacture shall also be stamped on the package and thus distinguish, unequivocally, different production batches or lots. Imported foods must comply with all other applicable labeling rules on everything not specifically regulated herein. The authorization for admittance and consumption shall be done item by item, being, therefore, subject to all the controls that the Health Authority needs to perform, as provided herein;

14.- The food and/or raw material for human consumption, **modified through biotechnology** events that present different nutritional characteristics to those of the food and/or conventional feedstock, must list them on the label, pursuant to the provisions of Articles 113 and 115 to 120 of this regulation.

According to the SAG Resolution N°3081 of 11 July 2006, cookies and chocolate do not require a health certificate issued by SAG. However, they do require a certificate issued by the Ministry of Health that certifies that the goods are suitable for consumption.

EXAMPLE OF LABELLING IN CHILE

Galleta Crujiente de Mantequilla		
INFORMACION NUTRICIONAL - 41NB015A		
Porción: 2 unidades (25 g)	Porciones por envase: 4	
	100 g	1 porción
Energía (Kcal)	**472**	**118**
Proteínas (g)	**2,9**	**1**
Grasa total (g)	**16,3**	**4**
Grasa saturada (g)	10,4	3
Grasa moninsat (g)	4,4	1
Grasa polinsat (g)	0,5	0
Ácidos grasos trans (g)	0,9	0
Colesterol (mg)	63	16
Carbohidratos Disp (g)	**74,7**	**19**
Azucares totales (g)	42	11
Sodio (mg)	**187**	**47**

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JORGE HIRMAS 2560, RENCA, SANTIAGO
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Picture: Sticker on the label of Jules Destrooper cookies

Sources:
http://www.leychile.cl/Navegar?idNorma=251389&idVersion=2006-07-19
https://www.export.gov/article?id=Chile-Labeling-Marking-Requirements
http://www.fratinivergano.eu/en/issue-number-16-11th-september-2015/

The labeling law has had a pretty strong effect; in 2017 cookie consumption went down 20% and chocolate consumption 8% in comparison with 2016.

According to a number of experts, this compulsory re-labeling constitutes a trade barrier, since the re-labeling process can only be started in Chili after 'Servicio Agrícola y Ganadero' (hereinafter SAG) has given its authorization to do so. Authorization can only be given once the goods have arrived in Chili and not beforehand. For information on Chile's labeling requirements for food, see the 'Foreign Agricultural Service's Food and Agricultural Import Regulations' at (www.sag.cl). Flanders Investment & Trade Santiago has also published a brief overview of this law, which you can find on the Flanders Investment & Trade website (under Chile).

8. MARKET POTENTIAL

In South America, Chile is the largest consumer of chocolate, with 2.1 kilos per capita per year. The different formats and varieties of flavours are increasing, for example more cacao or filled chocolates. Furthermore, the Chileans keep consuming foreign chocolate products because of their solid reputation. As for cookies, the Chileans consume 2.3 kilos per capita per year. This is still much less than Switzerland (9.0 kilos), Germany (7.9 kilos) and Ireland (7.5 kilos), the three biggest consumers of chocolate per capita worldwide.

While sales have stagnated a bit, we see an increased interest in Belgian cookies and chocolate. As such, Flemish companies who want to get on the market should contact our office in Santiago. Especially cookies with healthy characteristics are seeing a higher demand.

Sources:
http://www.economiaynegocios.cl/noticias/noticias.asp?id=325223
https://www.pressreader.com/chile/la-tercera/20170422/282286730149290

9. NEW TRENDS IN THE CHILEAN MARKET

The Chilean consumer has become more sophisticated and more informed in recent years. As a result of continued economic growth, middle income consumers are requiring higher quality cookies and chocolate with extra value. Chilean consumers are quite interested in new trends from Europe.

Furthermore, younger generations are more conscious of the effect of products on the environment and their health, especially in the food sector. Consumers are searching for healthier alternatives of cookies, as in many cases on the packaging it is mentioned that they are high in fats or sugars. With chocolate, consumers have less of a need for "healthy" versions of chocolate.

Another trend is that 8 out of 10 Chileans are totally or partially willing to pay more for premium products with high quality standards. Also, Chilean consumers want smaller packaging. For example, if they buy cookies, they prefer them packaged by one or two and not with a larger amount, as they need to keep it fresh.

All the above indicates that the Chilean market is a good testing ground for new and innovative cookie and chocolate products.

Sources:
http://www.nielsen.com/cl/es/insights/news/2017/8-de-cada-10-chilenos-estan-total-o-parcialmente-dispuestos-a-pagar-mas-por-productos-premium-con-altos-estandares-de-calidad.html
http://www2.latercera.com/noticia/ventas-chocolates-bajan-8-primer-ano-la-ley-etiquetado/

10. FAIRS AND EVENTS

La Repostera (19 – 21 July 2019) - http://ferialarepostera.cl

Espacio Food & Service (10 – 12 September 2019) - http://www.espaciofoodservice.cl/

Feria SURMET (date of next edition to be decided) - http://www.feriasurmet.cl/

Sabores de Bélgica (November 2019) – FIT Santiago, Embassy of Belgium and Awex.

11. FAIRS AND EVENTS

The Chilean cookie and chocolate markets are currently dominated by Carozzi S.A., Nestlé Chile and Alimentos Dos en Uno. Together they represent almost 2/3 of both markets. Still, there is plenty of market space for foreign products, which are valued for their quality.

Moreover, even though sales of cookies and chocolates decreased, this market is still full of opportunities for products that carry a 'health' label.

As such, the high-quality and healthy segments of the market are the most promising for Flemish companies. It is very hard to compete with the cheap local producers when it comes to price, but high-quality gourmet product appeal to the abovementioned middle-income class consumers. In Chile, goods "Made in Belgium" are already known to be of a high quality and Belgian companies already present on the market are still striving to strengthen this idea.

When deciding to export to Chile, it is important to take into account the labeling regulations. This can be discussed with your importer/distributor. Furthermore, it is necessary to speak Spanish or have an interpreter with you.

12. REFERENCES

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Euromonitor Internacional - www.euromonitor.com

Government of Chile - www.gob.cl

Instituto Nacional de Estadísticas - www.ine.cl

Magazine Canal Horeca - www.canalhoreca.cl

Magazine Chef &Hotel - www.chefandhotel.cl

Magazine Placeres - www.revistaplaceres.com

Magazine Restaura - www.revistarestaura.com

Newspaper El Mercurio - impresa.elmercurio.com

Newspaper La Tercera - www.latercera.com

SAG (Servicio Agricola y Ganadero/ Agriculture and Livestock Service) - www.sag.cl