



Press Release  
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## Cloetta spreads joy during Love Stockholm 2010

**Cloetta is one of eight official main partners for the summer event, Love Stockholm 2010. Cloetta will be on site to spread joy, love and chocolate during the festivities that will begin on den 6 June and continue until the wedding between HRH Crown Princess Victoria and Mr. Daniel Westling on 19 June. Cloetta's participation will be centred around the classic favourite Plopp, the new summer launches Polly Summer Berries and Kexchoklad Snacks Hallon, and Cloetta's bite-sized chocolates with a taste of lingon and blueberries from The Official Wedding Series.**

Because chocolate is closely connected to joy and love, it feels natural for Cloetta to take part in Love Stockholm 2010, the City of Stockholm's two-week festival in tribute to the upcoming royal wedding. Through the partnership, Cloetta will be present at concerts, events and on the streets of the city to spread chocolate joy to wedding celebrants, Stockholmers and tourists.

"We want to be there when happiness and joy are in the air. We hope to meet happy people in our lovely capital city and together celebrate the wedding between Crown Princess Victoria and Mr. Daniel Westling on 19 June," says Curt Petri, Managing Director of Cloetta.

Plopp, a mischievous Swedish classic with a sparkle in its eye, is in focus for Cloetta's involvement in the festival. The product was launched in 1949 and in recent years has placed among the top four brands in the Swedish Youth Barometer. Plopp is one of our most popular products, and one that many people associate with happiness, joy and playfulness.

Cloetta is also part of the Brands of Sweden brand platform. The Swedish Institute is lending the Brands of Sweden concept to the City of Stockholm, which is giving its main partners the opportunity to communicate their collaboration with Love Stockholm 2010 in a uniform and tasteful manner.

For more information about Cloetta's participation in Love Stockholm 2010, visit [www.cloetta.se](http://www.cloetta.se)

**For additional information contact:**

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Attached: Product images.

**About Cloetta**

Founded in 1862, Cloetta is the oldest and only major Swedish confectionery company in the Nordic region. The company's best known brands are Kexchoklad, Center, Plopp, Polly, Tarragona, Guldnougat, Bridge, Juleskum, Sportlunch, Extra Starka and the Cloetta good range of chocolate bars. Cloetta has two production units in Sweden, one in Ljungsbro and one in Alingsås. Since 16 February 2009, the company's class B shares are traded on NASDAQ OMX Stockholm Nordic.

[www.cloetta.se](http://www.cloetta.se).