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Abbreviations

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Sales of premium chocolate exceed \$1.5 billion

Sales are highly seasonal, occurring mostly between Thanksgiving and Easter

Science suggests premium chocolate has some healthful properties

Consumers shifting brand preferences

In FDM channels, premium chocolate purchases shift from drug stores

Premium chocolates are frequent gifts and daily indulgence

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Mars, Incorporated

Ferrero SpA/Ferrero USA

Chocoladefabriken Lindt & Sprüngli A.G.

Nestl  USA, Inc.

Alpine Confections, Inc. (Fannie May)

Kraft Foods International

Hershey Foods Corporation

Other Manufacturers

Ethel M Chocolates Inc. (subsidiary of Mars)

See's Candies, Inc.

Godiva Chocolatier, Inc. (Campbell Soup Company)

Scharffen Berger Chocolate Maker

Lake Champlain Chocolates

Fran's Chocolates, Ltd.

Joseph Schmidt Confections, Inc.

Neuhaus Group

Teuscher Chocolates of Switzerland

Seattle Chocolates

Gertrude Hawke Chocolates

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Mars Inc.

Lindt & Sprüngli/Ghirardelli

Ferrero USA

Alpine Confections, Inc./Fannie May

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More mass chocolate manufacturers in premium chocolate market

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Premium chocolate manufacturers to aim marketing at corporations
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Comperemedia ®

Mintel Services

POS+

Mintel Consultancy

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