

GERMAN INDUSTRY UK

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Working Meeting Three/25 Ritter Sport Chocolate UK Ltd



Mr Benedict Daniels

Ritter Sport UK & Ireland welcomed members of GIUK to their third Working Meeting of 2025 on Thursday, 27 November, at their UK headquarters in Leeds.

Our member **Mr Benedict Daniels, Managing Director**, hosted the meeting, and was proud to present the success delivered by his team in both markets, UK and Ireland, and their vision for accelerating growth in 2026.

The meeting started with a deep dive into Ritter Sports product quality ethos and innovation highlights, both of which underpinned their fast growing UK market share position, an impressive feat given their humble beginnings, a decade ago.

We discussed how UK legislation had improved balance in terms between the large UK supermarkets and their suppliers and how this had mitigated risk to the benefit of all. Ritter Sport UK's use of consumer data to optimise their product marketing, innovations and launches was seen as key to their positive development over time, as was the UK's position as one of the largest chocolate consumers (per capita) in the world.

The Ritter Sport team led by Ben Daniels were clearly very passionate about their customers and products, which energised what turned into a very wide ranging review of the UK consumer market, covering everything from the impact of FX changes on EBIT to latent talent availability in the UK regions.



Board Room, Ritter Sport

Members present, apart from our Chairman and Chief Executive, were the chief executives from Fuchs and Rösler. Also present was the Agricultural Counsellor from the German Embassy and the German Honorary Consul for Leeds. We all had a very rewarding and enjoyable day and GIUK would like to thank the Ritter Sport team for hosting such an exciting and informative event.



Most participants