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Just Born to acquire Goldenberg Candy Company

Just Born, Inc., has signed a letter of intent to acquire Goldenberg Candy Company.

The Goldenberg company produces *Original Peanut Chews* and *Chew-ets*. Its market extends from Southern New England to Florida. Approximately 65 people work at Goldenberg Candy Company in its Philadelphia, Pennsylvania, USA, location. The company was founded in 1890 by Romanian immigrant David Goldenberg. Plans are for *Peanut Chews* and *Chew-ets* to continue being manufactured at this location.

David R. Goldenberg, president and fourth-generation management, commented, "We are anticipating great growth of our delicious *Peanut Chews* and *Chew-ets* as we become part of Just Born's larger family and network. It is with great pride that we are joining another company also steeped in its Pennsylvania roots and built upon similar values."

Privately owned Just Born was founded in 1923 and is celebrating its 80th anniversary in 2003. The company markets its confections in more than 30 countries.

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Britain wins EU chocolate battle

Spanish and Italian restrictions on the sale of British chocolate are illegal, the European Court of Justice in Luxembourg has ruled. Both countries were wrong, the Court said, to insist British products could not be sold as chocolate because they contained less cocoa than most of their own brands.

The Court said British chocolate, which contains up to 5 percent vegetable fat, was entitled to be sold across the European Union.

The EU has fought about chocolate since 1973 when Britain, Denmark and Ireland won an exemption to continue making their own chocolate, while other EU countries could ban vegetable fats in chocolate if they wished.

The issue was somewhat resolved when the EU decided to allow small amounts of vegetable fat, provided the ingredients were clearly labeled. But Spain and Italy had continued to discriminate against British chocolate, forcing the European Commission to take them to court.

The Court said Italy and Spain had to abide by EU rules that chocolate with a minimum level of vegetable fats could be marketed as chocolate. The judgement also applies to other EU countries which market chocolates with vegetable fat—Ireland, Denmark, Portugal, Sweden and Finland.

Their products have been wrongly prohibited from being marketed under the name chocolate, the judges said, rejecting Spanish and Italian claims that the chocolate restrictions were based on the need for consumer protection.

"The addition of those fats does not alter the nature of the product, and an indication on the label would inform consumers of their presence," the judges said.

"In these circumstances, the Court holds that the Spanish and Italian rules are disproportionate and infringe the principle of the free movement of goods," the Court said.