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Our History

From Germany's small county "Ostwestfalen" into the world! For more than 100 years, Storck brands have lightened up people's everyday lives and are gladly bought in over 100 countries. Follow us through our exciting corporate history and experience interesting moments as well as important milestones within Storck developing its confectionery products.

Today

2010



New Technologies, Innovations and International Growth



High investment at the three German production plants ensures Storck's technological edge. State-of-the-art production lines are being developed internally securing continual product range expansion and enabling the development of new market segments.

Currently, the company has 21 locations and more than 7,000 employees.

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2000



100 Years of Storck - the 4th Generation



In 2003, Axel Oberwelland took control of the now globally-operating company. Under his leadership, internationalisation and worldwide growth are continuously being driven forward.

Meanwhile, Storck looks back on 100 successful years of company history. Over 4,500 people and 47 nationalities are part of the Storck family in this anniversary year. The successful brands are distributed in over 100 countries.

Since then, Storck has presented itself with a new logo and slogan: "Storck - Part of Your World."

In 2003, Storck won the German "Goldener Zuckerhut" for the second time for exemplary performance in food economics. The first award in 1966 and the second in 2003 demonstrate the continual and successful business policy throughout generations

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1990



Internationalisation and Expansion of Production and Sales



In 1993— shortly after the German reunification— a new factory in Ohrdruf, Thuringia was established. In this state-of-the-art production facility, chocolate specialties and caramel are produced. In 1998, the factory was expanded to include a modern logistics centre.

The sales network was further expanded. Important investments to further increase international business took place in Halle (Westphalia). Thanks to the modern logistics centres in Halle and Ohrdruf, Storck has been able to offer 24-hour delivery service within Europe since 1994.

1996: Wine gums become Lachgummi.

Storck introduced the first fruit gums containing vitamins: nimm2 Lachgummi.

The brands are becoming international: Wether's Echte becomes Werther's Original.

In 1998, the Management board moved its base to the German capital, Berlin.

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1980



Ingenious Ideas At The Right Time



In 1983, Knoppers, the milk and hazelnut wafer, Knoppers, was introduced. The newcomer in the snack bar market soon became a breakfast favourite.

In 1985, a new major brand, and Storck's first in the foam kiss segment, emerged: Super Dickmann's in the "fresh box."

In 1988, the traditional British mint brand, Bendicks of Mayfair, was taken over by Storck.

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1970



The 3rd Generation



Klaus Oberwelland took over the company in 1971.

A new generation, a new logo and new brands led the way for continued success.

Storck set international standards and sales companies were established in Belgium, the Netherlands and the United States.

In 1973, another innovative chocolate specialty was introduced into the shops: Toffifee, a hazelnut coated in caramel, nougat cream and chocolate.

In 1975, Klaus Oberwelland acted in wise foresight and implemented the Storck pension plan.

In 1978 for the 75th anniversary, the employee profit sharing program was established allowing Storck employees to directly share the economic success of the company.

In 1975, Storck was awarded the "Gold Seal for Industry in the Countryside" for its location in Halle, (Westphalia). At that time terms such as "environmental protection" and "ecology" were still unheard of in the public debate.

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1960



nimm2 — merci — Werther's Echte

nimm2 — merci — werther's echte



Successful brands are introduced.

1962: nimm2 is the first candy to contain vitamins.

1964: merci chocolate brand offers different flavours all individually packed.

Through a groundbreaking moulding technique, new candies emerged that never existed before.

In 1966, Campino candies were introduced: crystal clear, transparent and delightfully smooth.

In 1969, Werther's Echte were created by combining the finest butter and fresh cream.

In 1967, a second production facility was established in Berlin solely to manufacture the finest chocolate.

In honour of his 65th birthday in 1966, Hugo Oberwelland introduced the Storck Loyalty Medal for long-standing service for his staff members.

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1950



First Exports and Performance-based Bonus



Storck took its first cautious steps beyond Germany's borders.

In 1953, the second Storck brand Mamba was introduced.

In 1954, chocolate production began in one of the most modern facilities in Germany.

In 1950, Hugo Oberwelland introduced the performance-based bonus as a special payment for all employees. In this way, he praised employee performance and identification with the company.

Already in 1958, Storck employees were working 40 hours per week with full wage compensation – 20 years earlier than the entire industry sector.

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1940



Destruction and Rebuilding



After the second world war, a new production facility was constructed in Halle, Westphalia – one that was bigger, more modern and most importantly, expandable: It was composed of a production building that had its own train tracks connecting it to the German railway system. This setup was optimal to expand production for additional products.

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1930



Ideas Shape the World

Ideas shape the world



In 1934, Hugo Oberwelland invented Germany's first brand of candies: the "Storck 1 Pfennig RIESEN", each individually wrapped. Sold previously according to weight, these nameless candies gave way to the Storck 1 Pfennig RIESEN.

The growth of the first hard candy brand led to company growth. Three years later, 71 employees worked for Storck and products were shipped to most parts of Germany.

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1920



The Next Generation



After the end of the First World War, production began to gain momentum again. However, August Storck fell seriously ill. In 1921, the youngest of his three sons, Hugo Oberwelland, took control of the factory.

Over 200 varieties of candies were being produced and sold as colourful "lumps" in glass jars in shops.

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1900



Beginning in Werther



In 1903, August Storck, also known as Oberwelland, founded the Werther's confectionery factory.

He started with only three employees and a panning kettle. However in 1909, there were already a dozen employees working for Storck and he was also supplying other towns in Westphalia.

Then, the First World War halted any further development from 1914-1918.

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