**COCOA COMEBACK**

**MONTEZUMAS BACK IN PROFIT UNDER PARAMOUNT RETAIL GROUP**

Since joining the Paramount Retail Group family in May 2023, Montezuma’s has now become a benchmark for strategic reinvention. Leveraging its unique expertise in operational turnaround, Paramount Retail Group has enabled the brand to achieve:

* **Robust Financial Growth**: Annual sales surged to £10.8 million by May 2024, with EBITDA reaching £1 million +—a significant milestone achieved through operational efficiencies and targeted investments.
* **Team Empowerment**: Paramount built a stronger, more dynamic team with deep FMCG experience, revitalizing operations and strengthening Montezuma’s market position.
* **Operational Milestones**: Achieving BRC A grade certification exemplifies Montezuma’s dedication to quality under Paramount’s stewardship.
* **Innovation-Driven Success**: A dedicated New Product Development team has fostered collaboration, opened private label opportunities, and streamlined sourcing, ensuring Montezuma’s remains agile in a competitive market.
* **Digital Investment**: Contributed to sales growth, supported by increased investment in digital marketing and customer engagement.
* **Supporting Sales:** Buttons remain the brand’s top seller, with its signature bars continuing as a customer favourite.

**Future Plans:**

Montezuma’s is poised for further growth in 2025 and beyond with plans for:

* **Retail Expansion:** Launching UK-wide pop-up shops featuring new product ranges and developing an integrated loyalty scheme.
* **Market Diversification:** Entering foodservice, exploring categories beyond chocolate, and expanding exports through distributor partnerships.
* **Collaborations and Sustainability:** Partnering with The Bumblebee Conservation Trust and advancing licensing deals with major organisations.
* **Global Stage:** Showcasing at ISM 2025, the world’s largest confectionery and snacks fair.

Paramount Retail Group’s commitment to fostering robust corporate culture, operational discipline, and innovative growth strategies sets it apart in the world of private equity. Unlike many firms that focus solely on financial metrics, Paramount’s holistic approach revitalises struggling businesses by aligning purpose with performance.

**Paul Taylor, Chairman of Paramount Retail Group**, added: ““Montezuma’s transformation is a testament to the power of strategic investment and an engaged, forward-thinking culture,” said Paul Taylor, Chairman of Paramount Retail Group. “This is the kind of result that defines our hands-on approach to business, proving that with the right focus and effort, even distressed assets can become success stories.”

Montezuma’s, alongside Bristows under the Great British Confectionery Group banner, stands as a prime example of Paramount’s expertise in creating dynamic and sustainable business environments. By combining heritage with innovation, these brands are well-equipped to face challenges and lead the market in 2025 and beyond.

**ENDS**

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