

EST • 1920

Auer

100 YEARS AUER

We are inseparable. That is who we are.
Like the fine hazelnut creme and the crunchy wafer.
Like the soft ice cream and the crispy wafer stick.
We belong together.

Nothing can come between us, neither time nor space,
neither thoughtlessness nor forgetting
neither our peculiarities nor our differences.

We are lovers, hoppers, the happy and the sad,
in groups or alone, we are always connected to each other,
we are never alone.

For we are united by values and memories and experiences.
No matter where we are, nothing can tear us apart.
We belong together.

For what the wafer has joined together
shall not be separated by neither space nor time.
That is who we are.

We are inseparable.

THAT'S HOW TRADITION IS DONE

AUER has long since become a part of the Austrian culture and its renowned baking tradition. Since 1920 the crunchy wafers combine with the finest creams and the softest ice creams to create true classics, shared and loved the world over. To stay relevant for this long you have to keep reinventing yourself. This tradition began with the original compositions of the master confectioner Rudolf Auer in the last century and culminates in the creative innovations of today. Allow yourself to be seduced!

1920



1930



Original packaging from eventful times. AUER too is changing and becomes a cult brand.

1945



1960



2000



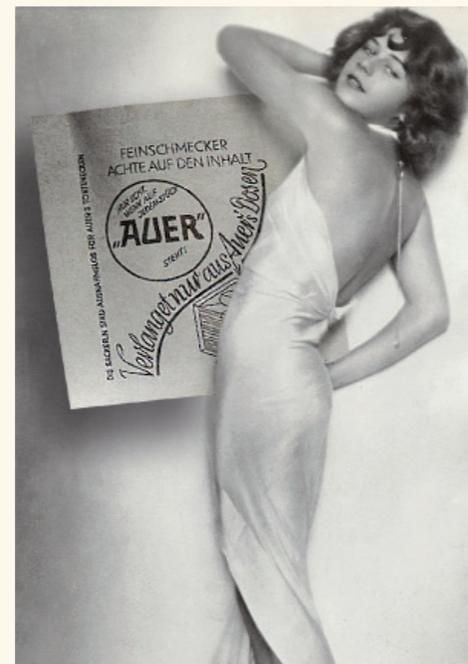
2020



Indulgence in the digital era: people connect online in unseen numbers but personal connections are still the most satisfying. AUER helps celebrate this closeness. Whether in real life or in thought, sharing the waffles brings people together.



Freshly baked in the typical Viennese charm: In the golden age of the 1920s all ages discover the new AUER Tortenecken for themselves. Because even then they are part of any happy childhood and the Viennese lifestyle.



The driven: in the new optimism of peace AUER conquers sophisticated circles.



A young generation comes into power. Soon The Beatles, a young Kennedy and then the hippies will shape the world. And AUER is an indispensable part of this youth culture.





JOINING THE INSEPARABLE

100 years young, the AUER brand is more relevant than ever. In a time where real encounters are replaced by virtual ones AUER wants to make those special shared moments for all who are close golden.

Be more inseparable!

AUER wants to inspire and encourage people to make a little time now and then for the most important people in their lives, to start new friendships and to reignite old relationships. Because the connections we share are a priceless part of our lives. As an expression and a celebration of the inseparability of people of all walks of life AUER with great care and love bakes wafer compositions that forever join tenderness and crunch.

Tender and crunchy combined

The wafer compositions with their fine creams, created here since 1920, have become inseparable from the Viennese baking tradition. Those who want to indulge in the charm of this city or take a small piece of it home with them have for the last 100 years reached for one thing: AUER.

LEGENDS IN NEW CLOTHES

Anyone who sees the typical gold color immediately thinks of AUER. It is now augmented by a new graphic design that is reminiscent of the map of 1920s Vienna as well as the famous arts and crafts Vienna Workshop. A look that is elegant, modern and as seductive as ever.

Also the internationally well-known logo was carefully reworked for the 100th anniversary of the brand and gently transported into the new millennium. Today it still stands for golden moments best shared with someone special.



**AUER POCKET PACK
SEDUCTION WITH LESS SUGAR**

The new deliciously creamy-crunchy AUER wafers were created for a modern lifestyle with a significantly less sweet recipe. This brings out the mild taste of the wafer and the nuttiness of the cream even more. Lighter yet just as perfect for golden moments, in the pocket pack to go.



01

PRODUCT DETAILS

No.	Description	Product	EAN Selling Unit	EAN Box	Units Box	Boxes Layers	Layers Pallet	Boxes Pallet
01	Wafer Hazelnut 3 x 65 g	100926244	9001372003584	9001372003577	10	15	15	225



AUER FANDORO

A delicate chocolate layer covers the airy wafer roll that crunchingly unites with the fine hazelnut cream. Coated in tender milk chocolate or exquisit dark chocolate elegant Fandoro are conquering the world. For special moments and special people.

New Fandoro Milk Chocolate

The crispy wafer rolls with the double chocolate experience: filled with delicious melt-in-your-mouth chocolate and covered in even more chocolate. You won't be able to stop. You have been warned.

New Fandoro Coconut

Bringing a little twist to your traditional Austrian wafer rolls. Filled with coconut, this new inspiring recipe conjours up feelings of summer and beaches. Delicious any time and anywhere, but especially delightful when slightly chilled.



01



02

PRODUCT DETAILS

No.	Description	Product	EAN Selling Unit	EAN Box	Units Box	Boxes Layers	Layers Pallet	Boxes Pallet
01	Fandoro Hazelnut Wafer Rolls 125 g	100923618	9001486994532	9001486994549	12	20	9	180
02	Fandoro Dark Chocolate Rolls 125 g	100926438	9001372002501	9001372004819	12	20	9	180



AUER TORTENECKEN

They were once created as by accident when master confectioner Rudolf Auer was experimenting with baking large but fragile wafer cakes that broke easily. Initially called “cake fragments” today’s AUER Tortenecken combine fine hazelnut cream with crunchy wafer sheets into a true classic. Since the 1920s this legendary specialty is shared the world over to create special golden moments.

Enticing in the delicious flavours hazelnut and à la Mozart (cocoa-almond).



PRODUCT DETAILS

No.	Description	Product	EAN Selling Unit	EAN Box	Units Box	Boxes Layers	Layers Pallet	Boxes Pallet
01	Triangle Hazelnut 100 g	100302883	9001486010003	9001486013011	24	16	8	128
02	Triangle Hazelnut 3 x 100 g	100305900	9001486993849	9001486993832	16	8	8	64
03	Triangle Hazelnut 50 g	100003129	9001486013035	9001486303013	24	30	7	210
04	Triangle à la Mozart 100 g	100924653	9001372001436	9001372001443	24	16	8	128
05	Triangle à la Mozart 3 x 100 g	100924659	9001372001498	9001372001504	16	8	8	64



AUER BAUMSTÄMME

Within a hollow crunchy gold wafer waits the finest cocoa cream, ready to melt into the flaky shell with every bite – for the perfect taste sensation. As the second great composition of the house after the AUER Tortenecken, AUER Baumstämme have continually solidified the reputation of the nonpareil Viennese confectioner since 1949.



01



02



03

PRODUCT DETAILS

No.	Description	Product	EAN Selling Unit	EAN Box	Units Box	Boxes Layers	Layers Pallet	Boxes Pallet
01	Wafer Trunks Cocoa 100 g	100302889	9001486020002	9001486023027	24	16	8	128
02	Wafer Trunks Cocoa 3 x 100 g	100305901	9001486993863	9001486993856	16	8	8	64
03	Wafer Trunks Cocoa 50 g	100003132	9001486023041	9001486304027	24	30	7	210



AUER SNACK WAFERS

No matter where we are, we can feel connected to the most important people in our lives. To celebrate this, AUER offer their fine delicious wafer compositions as snacks to take along, spontaneously break out and enjoy on the go. That's how to create golden moments today!



01



02



03

PRODUCT DETAILS

No.	Description	Product	EAN Selling Unit	EAN Box	Units Box	Boxes Layers	Layers Pallet	Boxes Pallet
01	Snack Wafer Milk-Hazelnut 25 g	100925054	9001372000682	9001372003270	144	9	8	72
02	Snack Wafer Milk-Hazelnut 5 x 25 g	100924412	9001372001108	9001372000699	18	10	11	110
03	Mignon Wafer 56 g	100924985	9001372002259	9001372002983	144	6	7	42

