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ROMY WITH A NEW LOOK

HOSTA'S COCONUT CLASSIC ENTERS THE NEXT GENERATION

Press release

Stimpfach, 20 April 2026. ROMY coconut chocolate has been one of the most popular coconut chocolates for decades. Now HOSTA is opening a new chapter for the brand: with a comprehensive brand and packaging relaunch, ROMY is being modernised, carefully developed and strategically positioned for the future, without losing its identity.



Modernisation with respect for the tried and tested

At the heart of the relaunch is the careful evolution of an established brand. The recipe remains unchanged: ROMY continues to impress with its blend of 23% coconut, 10% of which is toasted coconut flakes, the distinctive dark coconut-cocoa cream filling and milk chocolate that has defined the exotic, creamy coconut flavour for decades, as well as its palm oil-free production. The iconic red logo also remains as a key distinguishing feature and has simply been straightened.

At the same time, HOSTA has specifically modernised its brand identity. A lighter, brighter blue, a more evocatively presented coconut, and an overall lighter and clearer design ensure greater visibility and differentiation on the shelf. This is complemented by a new tablet design with a wavy texture and optimised, resealable packaging. “For many people, ROMY is a piece of their childhood. It is precisely this feeling that we want to preserve, whilst at the same time developing the brand so that it remains relevant for new generations,” explains Laura Opferkuch, CEO of the HOSTA Group.

From cult bar to modern indulgence brand

The ROMY brand looks back on a long history: since the 1970s, it has stood for exotic coconut indulgence and is now one of the best-selling coconut chocolate bars in Germany. Many consumers associate it with personal memories and special moments of indulgence. With this relaunch, HOSTA is now purposefully developing ROMY further. In future, ROMY is to be positioned more strongly as a brand for little breaks in everyday life: light, inspiring and like a short holiday for the senses. “Our aim is to develop ROMY from a classic bar into a brand with growth potential. The relaunch lays the foundation for tapping into new formats, varieties and worlds of indulgence centred on the theme of coconut in future,” says Clara Fischer, Junior Brand Manager for ROMY.

Deliberately adapted: new weight, same quality

As part of the relaunch, HOSTA is adjusting the weight of the bar: instead of the previous 200 grams, ROMY will now weigh 150 grams. In keeping with authenticity – one of its core values – HOSTA is communicating this change with deliberate transparency. The adjustment is based on two key considerations: Firstly, the smaller bar is more in line with today’s consumption habits and lowers the barrier to entry for new buyers. In this way, HOSTA aims in particular to win over younger consumers to the brand, which is crucial for maintaining a popular classic such as ROMY. Secondly, it is a response to the continued sharp rise in raw material costs, particularly in the cocoa sector, on which HOSTA relies. “Recent years have shown just how much external factors such as weather conditions and crop failures influence the cocoa market. For us, it was clear: we do not want to compromise on quality or the recipe,” explains Laura Opferkuch. Adjusting the weight allows ROMY to continue to be offered in its usual quality whilst making it accessible to a new, younger target group.

Part of a long-term HOSTA strategy

The relaunch of ROMY is part of an overarching modernisation strategy at HOSTA. Following the revamp of Mr. Tom and nippon in recent years, the third major brand in the portfolio is now also being further developed. The aim is to modernise the company’s brands step by step, strengthen their position in the retail sector and, at the same time, tap into new growth potential. Maintaining a balance between tradition and innovation remains a central principle. “We believe in change without losing sight of our roots. The ROMY relaunch demonstrates precisely this approach: we are developing our brands further, but remain true to what they stand for,” says Opferkuch.

Market launch and availability

The new ROMY will be available in German food retail outlets from May 2026 onwards. The relaunch will be accompanied from August by a comprehensive campaign that presents the brand as a little tropical break and brings it to life across multiple channels. Eye-catching POS materials, supported by media placements, will ensure strong visibility in shops. In addition, there will be a nationwide tasting tour, during which consumers can sample the new coconut treat for themselves. HOSTA is also extending the campaign digitally: through social media and influencer collaborations, ROMY will be introduced to new target groups in a targeted manner and imbued with emotional appeal. A key highlight is the “Lucky Ticket to Paradise” competition. Alongside numerous exotic prizes, participants have the chance to win a dream holiday as the top prize. With this relaunch, HOSTA is sending a clear message: even established favourites can evolve – without losing their character.

About the HOSTA Group

For 75 years, HOSTA has been producing high-quality confectionery in Stimpfach (Baden-Württemberg). The range includes classics such as the Mr. Tom peanut bar, the nippon puffed rice snack and the Romy coconut chocolate. All products comply with the strict guidelines of the International Food Standard (IFS). The company’s long tradition as a brand manufacturer is based not least on the consistent quality of all HOSTA products and the consistently high-quality raw materials used in their production. The HOSTA Group comprises Wawel S.A. in Poland, Hosta Meltis Ltd. in the UK and Hosta Italia Srl in Italy. Since 2019, the family business has been run by Laura Opferkuch, the third generation of the family.

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