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Maker of Russia's Iconic Alyonka Chocolate Eyes Expansion in China, Morocco and Oman

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Dmitry Belitsky / Moskva News Agency

The Russian confectionery group behind the iconic Alyonka chocolate is considering producing the brand under franchise agreements in China, Morocco and Oman, the Prime business news agency reported, citing a company representative.

"We're planning to open an Alyonka retail network in China," Alla Belotelkina, who heads the United Confectioners group's export certification team, said at a halal industry congress at the Moscow Cathedral Mosque. "We have high hopes for Morocco, and Oman has visited us."

"We discussed the possibility of opening production under franchise in these countries," she added.

She did not provide possible launch dates or even whether specific franchise deals have been made with the countries.

United Confectioners' flagship Krasny Oktyabr (Red October) factory, which makes Alyonka chocolate and other sweets, received halal certification from Russia's state-backed quality agency in 2023.

Morocco maintains its own list of recognized foreign halal certifiers, according to Morocco World News.

Belotelkina said Russian confectionery is exported to 50 countries, including China, Persian Gulf states and traditional markets in the former Soviet Union.

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