

THE SZERENCS CHOCOLATE FACTORY IS 100 YEARS OLD



Magyar Posta is marking the centenary of the foundation of the chocolate factory in Szerencs by issuing a pair of self-adhesive special stamps. In addition to the standard edition of the special stamps having the shape of 'cat's tongue' chocolates, a special edition of chocolate-scented stamps in the form of a miniature sheet of six stamps is also being released. The stamps and the graphics of its accompanying cover and postmark were designed by the graphic artist Barnabás Baticz. The stamp pair and the miniature sheet were produced by Codex Értékpapírnyomda Zrt. The new issue will be available from Filaposta, philately specialist services, certain post offices and www.posta.hu from 7 July 2023.

The history of Szerencs chocolate dates back to 1923, when a chocolate factory was opened next to the local sugar factory. Thanks to their high quality, the factory's products quickly became popular both in Hungary and abroad. A few of its classic products such as the Szerencs Retró bar (which used to be called Melódia), the Cat's Tongue (Macskanyelv), Animal (Állat) ABC and Castle (Vár) chocolates, and the handmade cherry brandy chocolates, are still available today.

The company now operates as a family business, employing 150 people at three locations. Since October 2015, Szerencs chocolate has borne the title of Outstanding National Value and has thus been included in the Collection of Hungarian Values.

The standard edition of the stamp pair celebrating the centenary was issued in sheets of 36 stamps. The sheets contain self-adhesive cat's tongue-shaped stamps in alternating colours of milk- and dark chocolate. The stamp pair was also released as a miniature sheet of six stamps, with the special feature that the surface of the stamps is finished with spot varnish together with chocolate-scented varnish. The first day cover (FDC) and the imprint of the special postmark on the cover bear the centenary logo.

Order code:

2023180050211 (stamp pair)
 2023180060012 (FDC)
 2023191040011 (36-stamp sheet)
 2023190040011 (special miniature sheet)

Issued on: 7 July 2023

Face value: HUF 300

(On the date of issue, this can be used as a supplementary denomination.)

Printing technique: flexographic, which on the miniature sheet is finished with spot varnish together with chocolate-scented varnish

Perforated size: The cat's tongue-shaped stamps are arranged in the sheet with no grid (2 x 18 stamps and 18 barcodes per sheet), and in the miniature sheet with a grid (2 x 3 stamps and 3 barcodes).

Number of copies: 36,000 stamp pairs, 6,000 miniature sheets

Paper type: self-adhesive, matt eco-paper

Printed by: Codex Zrt. (stamp); Pátia Zrt. (FDC)

Logo designed by György Kacsán

Designed by Barnabás Baticz