

REFRESHMENT MEETS INDULGENCE! CAVENDISH & HARVEY LAUNCHES FILLED MINT CHOCO DROPS

The international confectionery manufacturer Cavendish & Harvey introduces a new premium Drop during the ISM 2022. The new Mint Choco Drops feature a delightful combination of fresh peppermint coating on the outside and a creamy chocolate filling inside. With the Special Edition, Cavendish & Harvey is virtually reinventing the chocolate-mint category while responding to the increasing demand for this classic flavour combination in the premium confectionery segment.

Kaltenkirchen, November.2021 – The German confectionery manufacturer Cavendish & Harvey, known for its golden Tins and Victorian Jars, is available in over 90 countries around the globe. The company is expanding its popular range with the launch of a new Special Edition Drop during the ISM 2022: Filled Mint Choco Drops. With the new Filled Mint Choco Drops, the Kaltenkirchen-based company has once again demonstrated its instinct for trends and its expertise in product innovation. *“This new recipe offers an alternative to our refreshing bestsellers Clear Mint Drops and Clear Ice Drops adding a rich chocolaty experience. The premium Drops not only take advantage of the enormous growth potential of the filled drops segment, but also help underline our commitment to choose selected and natural ingredients when ever possible”* explains Frank Gemmrig, Managing Director at Cavendish & Harvey.



Trendy success taste: Filled Mint Choco Drops conquer the confectionery shelf

The Special Edition Mint Choco Drops by Cavendish & Harvey will be available in stores from February 2022. They are characterized by a harmonious combination consisting of a mild peppermint shell and a creamy chocolate core. The blend of natural peppermint oil and real Belgian dark chocolate ensures an exclusive taste experience. The Special Edition is protected in the well-known golden sealing foil to ensure long-lasting freshness and available in the famous 130g golden Tin.

Refreshed senses at the POS - displays and sampling campaigns for more attention

Cavendish & Harvey has come up with something very special for its latest product launch in order to draw the attention of end consumers in food retail to the Mint Choco Drops. The product launch in the German food retail trade will be supported by eye-catching displays and an attractive campaign for consumers. Between February 1, 2022 and April 30, 2022, customers can test the Mint Choco Drops for free. All they need to do is buy the new product, go to the Cavendish & Harvey website - www.cavendish-harvey.de - and upload the receipt. The first 3,333 participants will then have their money reimbursed.

In addition to the new product, the displays will also highlight two other refreshing Drops: Clear Mint and Clear Ice Drops.

Sustainable packaging for discerning consumers



Consumers are increasingly paying attention to the sustainability of packaging when purchasing products. 60%* say they're likely to switch to a brand that is more environmentally friendly than their current brand. 52%** are willing to pay more for a product with environmentally friendly packaging. This trend is increasingly influences purchase decisions in the confectionery market and is becoming one of the keys to successful sales and a positive brand image. A new icon adorns all our Tins in order to visibly communicate that our packaging is 99% recyclable.

About Cavendish & Harvey GmbH

The Cavendish & Harvey brand has stood for mouth-watering confectionery since 1977 and is the global market leader for high-quality hard caramels in Tins and Jars. Our Drops, made with real fruit juice, are dusted with icing sugar and sealed in a premium gold Tin for the highest quality freshness. The unmistakable golden Tin often brings back childhood memories of special moments for many customers. Only high quality ingredients, natural flavours and colours as well as real fruit juice are used for the production of the confectionery. As a family-run business with our headquarters in Kaltenkirchen, Germany, we provide customers in over 90 countries around the world with unique moments of pleasure.

Cavendish & Harvey Confectionery GmbH has been a proud member of the family-owned Boettger Group, a medium-sized German group of companies, since 2002.

Source:

*GlobalWebIndex 2019

**YouGov2019

For further information:

lauffeuer Kommunikation | Lea Schmidt | Telefon: 040 – 716 61 33 24 | E-Mail: ls@lauffeuer-kommunikation.de