

# PRESS RELEASE



## **A FRUITY START TO THE NEW YEAR: THE TROPICAL COMBINATION GRAPEFRUIT WITH PINEAPPLE FILLING IS THE NEW FLAVOUR IN THE DOUBLE FRUIT DROPS RANGE**

**With the launch of the Double Fruit Drops product line, Cavendish & Harvey anticipated a consumer trend. Since February 2021, the company from Kaltenkirchen has been satisfying both confectionery lovers and the industry with its sophisticated creations, each with an own unique fruit case and fruit filling. Cavendish & Harvey has already been awarded the prestigious SWEETIE AWARD 2021 for its fruity product range in the "Sweets" category. But that's not all: The Young Brand Award honoured Double Fruit Drops in the "TOP NEW PRODUCT 2021" category. Encouraged by this success, the confectionery specialist is now expanding the popular Double Fruit Drops range with another tropical flavour combination and is also positioning itself as an innovation driver on the confectionery market in 2022.**

**Kaltenkirchen, January 2022** – 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 Double Fruit Drops range with the launch of its "Grapefruit with Pineapple filling" creation. Young adults in particular who are looking for a special fruit kick will love this new flavour. The Kaltenkirchen-based confectionery manufacturer continues to provide fruity impulses in the confectionery market by skilfully combining innovations with its traditional premium heritage.



### **Double Fruit Trio becomes a quartet: Four special flavour combinations**

The launch of the Double Fruit Drops is already a complete success for the Kaltenkirchen confectionery manufacturer thanks to the contemporary flavours "Lemon with Strawberry Filling", "Blackcurrant with Apple Filling" and "Cherry with Lime Filling". Each creation offers the contrasting combination of a sweet fruit (strawberry, apple, cherry) with a sour fruit (lemon, black currant, lime). The fusions enhance the taste diversity between the casing and the filling - a fruity and varied experience for more diversity on the confectionery shelf.

Thanks to its great success, consumers can now discover the new "Grapefruit with Pineapple Filling" product. The new variation cleverly combines two popular flavours and enhances the booming Double Fruit Drops range. Industry and consumer awards such as the SWEETIE AWARD and YOUNG BRAND AWARD underline the potential of this innovative line extension.



Cavendish & Harvey has identified two important trends: Consumers want to experiment and try something new. Secondly, the demand for filled confectionery is increasing faster than the category. The new creation appeals particularly to young adults and is available in the famous 175g golden Tin.



“Thanks to the success of the Double Fruit Drops line, we have further strengthened our position as an innovation driver on the confectionery market. Sticking to traditions and breaking new ground has also proven to be a great success for us economically. We are particularly proud of the fact that we can inspire the industry and consumers alike. We want to continue to combine tradition and innovation, appeal to a young and demanding target group and thus inspire enthusiasm for new taste experiences,” explains Frank Gemmrig, Managing Director at Cavendish & Harvey.



### Sustainable packaging for discerning consumers



Love Taste. Recycle Waste.  
**99% Recyclable**

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 influencing 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 the new Double Fruit Drops Tins in order to visibly communicate that our packaging is 99% recyclable.

\*GlobalWebIndex 2019

\*\*YouGov2019



### **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.

### **For further information:**

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