

NEW!



Mini

desde 1935
Meivel
Turrón Viena

Light
-30% azúcares*
-30% sugars*
¡Con el sabor de siempre!



Why MINI MEIVEL LIGHT?



In 2020, the **consumption of chocolate snacks grew 14%**¹, motivated by the pleasure it provides, especially in difficult times such as the pandemic. The emotional plays an important role in chocolate snacks, alongside health and nutrition.



Mini snack chocolate size adapted to new habits with more snacking happening at home, for sharing and enjoying it as a small whim.



It is a **light snack** because consumers are more concerned about the quantity of sugar in products.

Nearly one third of consumers prefer low in sugar or sugar free products³



A **vegan snack**, in line with consumer trends: In 2019, 10% of Spanish women between 20-35 years old were vegetarian or vegan, a percentage that increases every year²

¹ Nielsen

² «The Green Revolution» 2019 by Larntern

³ Mintel GNPD, data IRI 2020

A product to promote loyalty



Mini Meivel Light is specially focused on millennials and centennials, who consume the product as:

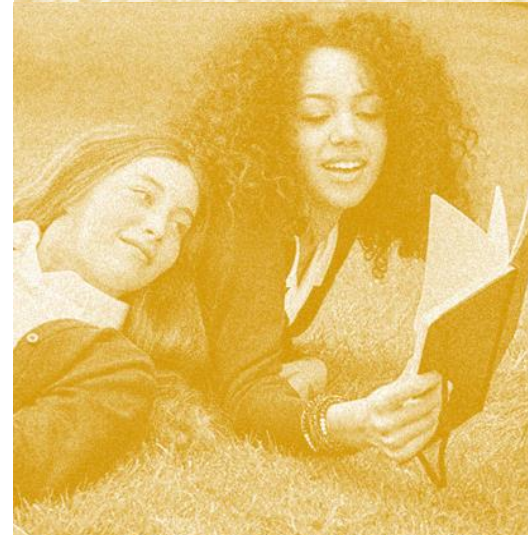
- Snacking between meals.
- To accompany coffee, tea or other hot drinks
- Moment of pleasure and breakout

They prefer this **MINI** size, because:

- They feel more control of what they eat
- It is very comfortable to wear on-the-go
- Perfect for sharing
- They can eat more often because they are small bites



New **LIGHT** formulation, with -30% sugars and with the same flavor as always.



Product presentation



CODE	WEIGHT PER BAG	UNITS PER DISPLAY	BOXES PER PALLET	EAN UNIT	EAN BOX
72029	180g	9	72 [9x8]	8410891003356	8410891003363

More Meivel products...

Discover our range of chocolate snacks as Turrón Viena, T!Viena, Tentenpié and Twenty.

Dark chocolate filled with peanut cream

Milk chocolate filled with cream



Turrón Viena
33g



T!Viena
20g



Tentenpié
33g



Twenty
20g