

Indulging consciously and personally - thanks to the new snacks from KLUTH

The premium brand is expanding its successful cup product range and strengthening its own snack portfolio with a sweet new product.

Henstedt-Ulzburg, November 2021. Nut specialist KLUTH provides crunchy variety and more turnover with three exciting new products that offer the right choice for fans of salty snacks as well as for connoisseurs of sweet specialities.



Back on the shelf - KLUTH Bali-Cashews

Snack and do good is the motto of the KLUTH Bali-Cashews, because local farmers in Indonesia are supported with the purchase of the unpeeled, roasted and salted cashews. "We launched the Bali-Cashews in 2020 as a limited special edition. Now, thanks to positive customer feedback, the product is coming back permanently to our range," says marketing manager Sven Schenkewitz.



For sweet moments - KLUTH Vanilla Cashews

Gently roasted and further refined with natural vanilla, KLUTH Vanilla Cashews also provide moments of indulgence. The cashews are sweetened with blossom honey. The Vanilla Cashews expand the popular KLUTH snack range, which already offers a wide selection with Cashews Mango Vanilla, Almonds Cranberry Sesame, Roasted Almonds with Honey and Smoked Almonds.



Snack classic in a new format

Whether on the desk or the coffee table - KLUTH Roasted Pistachios salted also invite you every time to enjoy a few. Freshly shelled and quickly snacked, the tasty kernels are a classic that is now also available in the practical, successful cup format.

In the first half of 2021 alone, KLUTH cups recorded double-digit growth¹. With the expansion of its successful range, KLUTH is providing new impetus in the snack sector and ensuring additional impulse purchasing.

The new products at a glance

- - KLUTH Bali-Cashews, 75 g bag, RRP 2.99 euros
- - KLUTH Vanilla Cashews, 100 g bag, RRP 2.99 euros
- - KLUTH Roasted Pistachios salted, 225 g cup, RRP 5.99 euros

The new products will be available in supermarkets and drugstores starting in January 2022.

Herbert Kluth (GmbH & Co. KG), based in Henstedt-Ulzburg, north of Hamburg, was founded in 1928. The company has a market-leading position in the field of international natural food specialities (high-quality dried fruits, nuts, seeds).

Further information is available online at www.kluth.com.



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Press contact:

Herbert Kluth GmbH & Co. KG

Imke Duin

Heidekoppel 31

24558 Henstedt-Ulzburg

Telephone: +49 (0)4193 96 62 – 764

E-mail: imke.duin@kluth.com

¹ Nielsen IQ, YTD CW 26/2021, Sales in food retail + drugstores, baking nuts + nut almond specialities segments