

## Strong line-up for more snacking fun and sales

KLUTH and MARYLAND are offering new sweet, savoury and spicy snack treats for 2022.

Henstedt-Ulzburg, November 2021. Per capita sales of snacks have been rising steadily since 2017<sup>1</sup>, and nuts and nut mixes continue to be in vogue as snacks. Herbert Kluth (GmbH & Co. KG) will continue to ensure crunchy variety and more sales in 2022, with the group of companies continuing to pursue its consistent multi-brand strategy.

### Successful design relaunch and new snacks for the green classic

For its premium brand KLUTH, the family-owned company implemented a comprehensive relaunch in 2021. The packaging design was completely modernised and the Nutri-Score was added to all products. The **Nutri-Score** offers consumers further orientation at the shelf and at the same time creates buying impulses. "With the KLUTH brand, we want to support consumers in eating a balanced diet. The use of the Nutri-Score was therefore a logical step for us," notes Marketing Manager Sven Schenkewitz.



After the successful relaunch, KLUTH is starting the new year with three strong snack products: the popular **Bali-Cashews 75 g**, with which the brand supports social projects in Indonesia, are returning permanently to the KLUTH range. Gently roasted and refined with natural vanilla, KLUTH **Vanilla Cashews 100 g** are a new

addition to the brand's sweet snack selection. In addition, the popular **Roasted Pistachios salted**, are now available in the practical KLUTH 225 g snack cup.

<sup>1</sup> Statista Customer Market Outlook 2020

## MARYLAND focuses on snacks in cups

MARYLAND is also focusing on the popular cup format, which will be a key marketing focus in 2022. The trendy brand, which is primarily aimed at a younger consumer group, already launched various new products for this purpose in the fall of 2021. Since then, three new flavours - Oriental Style, Hungarian Style and Currywurst Style - have been added to the range of spicy MARYLAND Snack Nuts in 275 g cups.



"Especially in salty snacks, MARYLAND was able to increase market share last year and continues to develop very positively," says Micha Kohn, Brand Sales Manager. Salty nuts have repeatedly been among the most popular snack items in recent years and are among the sales drivers.<sup>2</sup>

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](http://www.kluth.com).



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<sup>2</sup> VuMA 2021: Peanuts, nuts +1.4 % growth in the ranking of the most popular types of snack products 2019/2020. Forecast - Statista Consumer Market Outlook: 5.6% growth in per capita sales of snack products in Germany 2020/2021.