

PRESS RELEASE



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SPICY VARIETY IN CUPS – WITH MARYLAND SNACK NUTS

Unusual seasonings continue to be in vogue for salty snacks. That's why MARYLAND keeps bringing new flavours of its popular Snack Nuts to store shelves. Since the fall of 2021, three new snack favourites have been added to the range.

Whether it's a TV evening at home for two, a cosy get-together with friends or a spontaneous visit from neighbours - a few tasty snacks to accompany these occasions are a must. Besides crisps, spiced nuts are a popular classic. To add some more variety other than "roasted and salted", MARYLAND launched three more flavours of Snack Nuts in fall 2021:



The **Snack Nuts Hungarian Style** are winner with the characteristic seasonings paprika, onions and garlic. The **Snack Nuts Oriental Style** with their exotic seasoning take you on a taste journey to the Orient. The **Snack Nuts Currywurst Style** are a home game in terms of taste, and they also strike a chord with many shoppers away beyond the chip shop and canteen.

"Our Snack Nuts in a cup are very popular and go down particularly well with the younger target group," says marketing manager Sven Schenkewitz. "The three new varieties were also able to quickly establish themselves in the

segment and have been very well received by consumers."

Complemented by the already established BBQ variety, the new cups are not only available as individual products, but also in an attractive secondary placement display, thus ensuring even more impulse purchases.

One cup contains 275 g of Snack Nuts. The RRP per cup is 2.99 euros.

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Maryland Trockenfrucht Vertriebs GmbH, based in Henstedt-Ulzburg, was founded in 1995. With its own brand business and the young MARYLAND brand, it is an important part of the Kluth Group. The Kluth Group has been in existence since 1928 and has a market-leading position in the natural foods sector (dried fruits, nuts, seeds).

