



PRESS RELEASE



Henstedt-Ulzburg, February 2023

New: Fit Food Crunchy Mix – The sporty protein snack for strong sales

The new Fit Food Mix offers a satisfying blend of chickpeas, cashews and pumpkin seeds as well as a hint of salt

Fitness and health continue to be in vogue - and so does the demand for healthy snacks with supporting added value. Protein-rich foods are especially in demand. More and more consumers are opting for natural protein sources instead of dietary supplements. Starting in April 2023, a new addition to the Fit Food range will ensure further sales in this area: the Fit Food Crunchy Mix.



The new mix combines roasted and salted cashews as well as roasted pumpkin seeds with dried and salted chickpeas. These legumes not only add a certain crunch to the new mix, but also provide protein and fibre. Together, the crunchy trio of cashews, pumpkin seeds and chickpeas contains an average of 21 g of protein per 100 g of mix. The lightly salted components in the mix also make the treat a winning snack item for an evening in front of the TV. Another plus: just like the Fit Food Sport Mix and the Fit Food Protein Mix, the new product can boast a Nutri-Score A.

"We continue to see a lot of potential in functional food to appeal to target groups with purchasing power," says Marketing Manager Sven Schenkewitz. "With the Crunchy Mix, the nutritionally optimised Fit Food range now has a new, exciting variety that is also an alternative to crisps and the like, thanks to its light spiciness." The new mix will be available starting in April 2023.

Attention-grabbing Fitness On Pack Promotion

The launch of the new product is also supported by an attractive On Pack Promotion for the entire Fit Food range. Starting 1 April and running until 31 July 2023, customers who have purchased at least two Fit Food products can upload their receipt on a promotion page to receive voucher codes for online fitness courses. Customers can choose from over 2,000 courses.

"With this promotion, we are addressing active athletes and interested newcomers alike. Through the promotion, they have the opportunity to try out different fitness programmes and perhaps find their new favourite course," says Sven Schenkewitz. In this way, the promotion provides further purchase incentives in a broad target group.

The Fit Food Crunchy Mix at a glance

- Blend of cooked, dried and salted chickpeas, roasted and salted cashews and roasted pumpkin seeds
- Source of protein
- 125 g bag
- RRP per bag: 2.89 €
- Available starting 1 April 2023

For more information on all Fit Food blends, visit www.fit-food.de

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