

## Varied and delicious - naturally KLUTH

**KLUTH continues to strike a chord with customers with nuts, dried fruit and seeds.**

Henstedt-Ulzburg, September 2023. The "Healthy Hedonism" megatrend continues to ensure growth in the area of natural snacks as well as cooking and baking ingredients. Many consumers want healthier alternatives and do not want to sacrifice enjoyment. Snacks should be balanced and delicious. KLUTH continuously meets this consumer need with relevant and premium quality products.

### **Strong consumer favourites in the core range: KLUTH Roasted Pistachios, salted and KLUTH Dates**

KLUTH Roasted Pistachios, salted are one of the particularly successful products. In recent months, they have been able to score points with consumers in the 150 g bag and achieve a growth of +45.6 % in sales per pack\*. The pistachios are gently refined in KLUTH's own roastery to become a small but delicious treat. The lightly salted snack is a classic for movie nights and also addresses the trend towards healthy snacking.

KLUTH Dates continue to be popular and are equally among the bestsellers. "Dates are particularly versatile and have become even more popular in recent years," says Micha Kohn, Head of Brand Sales. Among other factors, the growing popularity can be attributed to diets such as vegan or sugar-free. For the health-conscious target group, the Nutri-Score creates additional orientation and sets further purchase incentives. KLUTH has been using the seal on all its products since 2021.

### **Innovations in the dried fruit sector: Mango and Coconut with the Fairtrade seal**



The relevance of food from sustainable production also continues to grow. In line with this development, KLUTH has launched two new fruity products with the Fairtrade seal in August 2023: KLUTH Mango, unsulphured and KLUTH Coconut Chips. The raw materials for the two new products come from Fairtrade-certified cultivation in Ghana and the Republic of Côte d'Ivoire\*\*. "As a family business, for many years we have attached great importance to partnership-based and reliable relationships with our suppliers," says Jessica Kluth,

member of the management. "We are pleased that we can contribute to improving the working and living conditions of producers with the two new products."

\* Source: Nielsen Discover, YTD KW 1-33 /2023.

\*\* Mango and coconut were grown by Fairtrade producers, certified and traded according to Fairtrade standards. The total proportion of Fairtrade certified products in KLUTH Mango, unsulphured is 99.9%. The total proportion of Fairtrade-certified products in KLUTH Coconut chips is 100%. For more information, visit [fairtrade-deutschland.de/siegel](https://www.fairtrade-deutschland.de/siegel)

**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 and ingredients).**

**For more information, visit our website at [www.kluth.com](https://www.kluth.com).**



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