

# PRESS RELEASE



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## MARYLAND SNACK NUTS HONEY & SALT

MARYLAND Snack Nuts continue to be a success. Since May, the Honey & Salt variety provides a sweet addition and further sales opportunities.

Whether it's yin and yang, hot and cold or small and large: opposites attract, as we all know. This also applies to food. "In confectionery and snacks, the combination of sweet and salty has established itself as a consumer favourite," says Micha Kohn, Head of Brand Sales. Since May 2023, nut lovers and snack lovers can also enjoy this flavour experience as a MARYLAND nut mix, thanks to MARYLAND Snack Nuts Honey & Salt!



The Snack Nuts Honey & Salt are a crunchy mix of sweet-coated peanut kernels as well as roasted and salted almonds, cashews and peanuts. The variety adds a slightly sweet variant to the previously predominantly salty Snack Nuts range and thus offers further purchase incentives in the young target group.

"We continue to see good sales opportunities in the salty snacks segment and are pleased that we can give the Snack Nuts further growth potential with the additional variety," says Micha Kohn. The fact that the brand's nut products continue to be successful

was also confirmed by the "Top Brand" award in 2022. This award is given annually on the basis of figures from the GfK (Association for Consumer Research) and transparent criteria.

Also since May, two secondary placements with a new assortment ensure impulse purchases and additional sales. These are available as a 56-slot floor display with two tiers and as a 60-slot display with four tiers. In both secondary placements, Honey & Salt is combined with the classic Snack Nuts Salt and the spicy variety Salt & Pepper.

MARYLAND Snack Nuts Honey & Salt are available in cups. One cup contains 275 g. The RRP per cup is 2.99 euros.

### Press contact:

MARYLAND Trockenfrucht Vertriebs GmbH  
Imke Duin  
Heidekoppel 31  
24558 Henstedt-Ulzburg  
Tel.: +49 (0)4193 96 62 - 764  
E-mail: [imke.duin@maryland-trockenfruechte.de](mailto:imke.duin@maryland-trockenfruechte.de)

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).