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## KuchenMeister: New Products

KuchenMeister is presenting its latest products at ISM 2024. In collaboration with influencer Kiki, we are presenting our new cake bases, which not only taste delicious but are also a real eye-catcher. We have also developed filled croissants in cooperation with Mars / Milky Way and are presenting a new product in collaboration with our license partner Mövenpick. And last but not least, our popular Verpoorten Baumkuchenspitzen have been given a new, fresh packaging design.

### Kiki's cake bases

When it comes to baking, Kiki is a real expert! As an influencer with her own baking products and her own (online) store, she inspires a total of almost 1.5 million followers on Instagram, Tik Tok and YouTube with her "kikiskitchen" accounts and delicious recipes. Together with Kiki, we have reinvented the classic cake base and made it young and modern: In the "Classic" and "Cocoa" varieties, customers can expect 3 extra high and soft bases. With a diameter of 18 cm, they perfectly meet the requirements of the young target group. There is also a great competition on every pack, with a baking course with Kiki as the main prize!



### Mars & Milky Way Croissants

KuchenMeister and Mars Wrigley enter into a license partnership in 2024. Filled croissants will be available under the Mars and Milky Way brands from Q2 2024. The well-known and popular croissants from KuchenMeister will have a cream filling which is specially developed with Mars Wrigley.

The filling of the "Mars" variety consists of a chocolate cream with Mars chocolate and caramel flavor, which can also be found in the Mars spreads. In the "Milky Way" variety, the "Galaxy Chocolate" known from the Milky Way spread is used.





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## Press information

### Mövenpick Yeast pastries

Mövenpick and KuchenMeister are further expanding their partnership and are launching the new "Mövenpick Mini Yeast pastries" in a 300g tray, available immediately. The yeast confectionery impresses with 18% fine apricot marzipan filling and 7% juicy cranberries. Plenty of good butter, 6% certified white chocolate and almond slivers round off the taste. The confectionery is also free from artificial flavors, colorings, preservatives and palm oil.



### Verpoorten Baumkuchenspitzen

From summer 2024, the Baumkuchenspitzen with Verpoorten egg liqueur will shine in a new, modern design that immediately catches the eye with the USP - the original Verpoorten egg liqueur. The size of the packaging has also been adjusted from 125g to 150g for full enjoyment, but the popular recipe has not been changed. In addition, all the information on ingredients and the like can now also be found in English on the back.

