

FINI CONFECTIONERY EXCEEDS ITS TURNOVER AND SECURES ITS POSITION IN MODERN DISTRIBUTION IN ALL MARKETS

Fini returns to ISM with great enthusiasm after a year that has set several records for the company. The company, which has exceeded its expectations, achieves double-digit turnover growth, enabling it to consolidate its international position and continue its expansion.

Expansion and development

The good economic data is combined with the production data, where Fini shows its important international position and allocates 80% of its product to export, with an increasingly relevant growth and presence in all its subsidiaries. The company, which has recently increased its representation, has 10 international subsidiaries and sales in more than 100 countries spread over five continents, with forecasts for further growth in the new year.

Research and innovation

The leading confectionery company continues to invest in R&D&I in order to create new products that continue to surprise and bring joy to consumers with the creation and renewal of an average of 50 references per year. Products that adapt to all needs and new market trends, from vegan sweets, gluten and lactose free, without added sugars or palm oil, with natural colourings or enriched with fruit juice, as well as with Kosher and Halal certifications.

The aim we have is to reach all types of public and that no one should feel left out. In this way, Fini strengthens the link with its customers and consumers, who place the company as the benchmark brand of sweets with more than one million points of sale.

In its commitment to innovation and the ability to surprise, Fini continues to be the market leader in the manufacture and distribution of sweets with new top products such as the new popcorn-flavoured marshmallows, XXL liquorice, which is the brand's longest to date, and Chocogang, which is a new category of chocolate-coated sweets.

Globalisation

Fini Golosinas arrives at ISM with the aim of consolidating its international presence in a year in which great results are expected. The company has an ambitious global expansion plan underway, with globalisation as one of its main objectives. Increasing visibility, unifying the brand image and strengthening the presence in relevant markets through the different distribution and retail channels is part of its strategy to achieve this.

With an inFINito target, so are the possibilities. Fini is committed to all generations so that everyone can experience joy in the moments when they consume its sweets. Excitement and uniqueness are part of their philosophy and this is what they want to convey to their consumers, so that they are not just another brand, but the brand of choice.

Higher quality and sustainability in the market.

Fini is presenting its four main pillars at the fair. The reduction of plastics, where the company has been able to reduce by 2022 more than 11% of its plastic waste compared to last year. In addition, 70% of its packaging is 100% recyclable; transmitting the mission of inventing joy and doing so in the most sustainable way possible; reducing water consumption, which has been reduced by 2.7%, and energy consumption, which has also been reduced by more than 6.7% per

tonne produced. The multinational has thus reduced half a million kg of CO2 compared to last year's emissions; and lastly, it has sought to replace energy sources with renewable ones.

Fini arrives at ISM presenting its surprising novelties in the category.

Fini Golosinas comes to this new edition of ISM 2024 ready to surprise and excite all consumers, thanks to the differentiation and breadth of its products, Fini offers a multitude of shapes, sizes and textures for every occasion.

This year, the company presents great innovations in all categories; in marshmallow, the brand continues to take care of the category with its renewed range The Mellows, extending it with innovation such as its Popcorn Mellows, the popcorn-flavoured marshmallows that will make you make your own film.

In addition, Fini also presents innovation in the liquorice category, with a differentiating product, its new "Tubes Inside Out", the funniest liquorice, twisted, rainbow and with a new yoghurt and fruits of the forest flavour. Within this category, the brand has not stopped creating, extending also the longest range of liquorice in the world, its XXL size kilometric liquorice and creating new 125g formats that are suitable for all moments for the consumer.

And as Fini is pure pleasure, the company is bringing back the perfect mix, an ideal combination of chocolate and sweets, its new Chocogang range, which combines chocolate with different sweets inside, marshmallow or liquorice, which one will be your favourite?

You can discover all this and much more from 28 to 31 January at ISM Cologne at the Fini stand 10.2 A040-B041.

TUBES INSIDE OUT

The company continues to grow in its star category: liquorice. The company presents its wide variety of references, formats and flavours, giving prominence to its Tubes Inside Out, a great innovation within the category, your funniest liquorice now twisted, rainbow and with a new yoghurt and fruits of the forest flavour.

KILOMETRIC XXL

Fini presents the brand's longest liquorice at ISM. XXL liquorice that comes individually wrapped and under a disruptive and totally visual display format, which adapts to your point of sale. In addition, these liquorices are made with delicious fruit juice, are gluten-free and are suitable for the Halal market. An XXL version for liquorice lovers. Probably the longest individually wrapped liquorice in the world.

ROLLER

Fini continues to expand the liquorice category with differentiating products such as Roller, the funniest rolled liquorice, the perfect blend of acid and delicious flavours that expands its range with two new flavours: strawberry and raspberry, in its already famous 4 unit roller (pack 4). Discover and play with the whole range until you find your favourite flavour!

CHOCOGANG new format now in pocket size

Fini Golosinas presents one of its most surprising products for 2023, a new category never seen before: chocolate dipped and dangles in different colours with different references. With this

pioneering launch, Fini reinvents itself and presents a tastier combination, chocolate + candy all in one product, a mouthful of pleasure.

THE MELLOWS SWEET POPCORN

This year, the company presents great new products in all categories; starting with marshmallow, the brand continues to take care of the category with its renewed range of the Mellows, and expanding it with innovation in terms of shapes and flavours such as its new Mellows Popcorn, the popcorn-flavoured marshmallows that will make you make your own film.

DOYPACK FORMAT

The company has restructured its image in all Doypack bags adapted to the formats for all its consumers. References of all categories, quality, texture and all the flavours of the world can be found under these formats (Doypack 150-180g and 90g bags). To consume conveniently, whenever and wherever you want with the highest quality and unified under a striking brand image and with a hierarchy of claims/elements that provide clarity and facilitate the consumer's decision making process.

SEASONALS

Among all its products, Fini also has room for its seasonal campaigns, attending to and accompanying consumers at all times of their lives.

- Its seasonal campaign "Easter" presents seasonally appropriate products such as its Bunnies Mallows, marshmallow in the shape of the Easter bunny, its Happy Easter cones and its Easter Mix bag.

- For the "Christmas" campaign: Snowmallows (marshmallow) and Lucky Grapes that will bring in the new year in the sweetest way.

As for the "Halloween" campaign, Fini also presents a multitude of products that will make you choose between "trick or treat". In addition, it presents its coffin filled with delicious and terrifying treats and finally its large assortments Scary Cone and Scary Party with a complete and tasty assortment of treats to survive the scariest day of the year.

For more information, interviews and material request

chus@agenciamillones.com

reyes@agenciamillones.com | 609 604 063

Fini Golosinas

angela.minguez@finicompany.com

Tel: 968 644 400

<http://finicompany.com/>