



**PRESS Release**

Fürth, January 2024

## **Frighteningly fruity: Trolli Tarantula is the new sales craze in the successful Halloween range**

*More horror, more fun and more Halloween sales success with gummy candies from Trolli.*

With its spooky and delicious creations, Trolli is a guaranteed success on Halloween and the absolute number one in the fruit gummy market.<sup>1</sup> The *Trolli Halloween Sweet & Sour* multi-bag, which became the overall fruit gummy market's bestseller in October 2023, crowns the company's continuous leadership.<sup>2</sup> The midnight haunted house façade on the packaging announces a mixture of individual Dracula teeth, Glotzer, colorful mini Halloween mixes and the mini-sized Saure Glühwürmchen.

There are three other strong Trolli products in the top 10: the *Trolli Halloween Magic Horror* multi-bag and the popular *Trolli Glotzer* in two pack sizes.<sup>3</sup>

The spooky *Trolli Tarantula* in a 150 g bag is joining the funky Halloween range as a new sales craze. Everyone's not-so-favorite nocturnal animal stands out in fruit gummy form with its detailed spider body, large eyes and piercing fangs. Great attention to detail, from the patterned body to the limbs, makes the *Trolli Tarantula* an absolute eye-catcher at any Halloween party. Of course, these giant spiders also score points with their four fruity flavors: raspberry, blackberry, strawberry and orange. You can eat the tarantulas whole, or leg by leg: it's up to you. Either way, they make for a unique and fun feeling in your mouth.

### **Trick or treat: top sellers for Halloween**

In addition to the new *Trolli Tarantula* in a bag, Trolli's other unmistakable fruit gummies are bound to impress all Halloween fans. The *Trolli Glotzer* are at the forefront with +30% sales

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<sup>1</sup> © 2023 Circana, Inc. And Circana Group, L.P.; LEH total  $\geq 200m^2$  + DM; Measure: Verkauf in 1.000 Euro; Time: YTD Okt.2023; Saison: Halloween

<sup>2</sup> © 2023 Circana, Inc. And Circana Group, L.P.; LEH total  $\geq 200m^2$  + DM; Measure: Verkauf in 1.000 Euro; Time: Okt.2023

<sup>3</sup> © 2023 Circana, Inc. And Circana Group, L.P.; LEH total  $\geq 200m^2$  + DM; Product: 360 GR Halloween Sweet & Sour; 360 GR Halloween Magic Horror; 75 GR Glotzer; 131 GR Glotzer; Measure: Verkauf in 1.000 Euro; Time: Okt.2023 vs. VJ



growth<sup>4</sup> and +92% growth in customers.<sup>5</sup> The soft 3D foam sugar balls with a sour, liquid filling are ideal as a shock topping on cupcakes or as a whimsical addition to a blood-red drink.

### **Trick or treat!**

Fans young and old love *Trolli Dracula* teeth with their delicious strawberry and cream flavor, and *Trolli Super Brain*, small fruit gummy brains with dextrose and strawberry, mango and peach-flavored sour fruity filling. If you want even more sour goodness, reach for the highly successful *Trolli Saure Glühwürmchen*. This year, they increased in sales by a further 68.1%.<sup>6</sup> Their fruity, sour taste and various bright colors are an indispensable part of Halloween.

As a seasonal confectionery highlight, Halloween is an attractive sales driver in which Trolli plays a decisive role with its perfectly coordinated range of fruit gummies. Staging is supported by a specially designed Halloween secondary placement display and media campaigns.

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<sup>5</sup> GFK © 2023; FG/LAK/SCH; Subbrand: GLOTZER; Buyer reach in %; YTD Jan-Juni 2023 vs. 2022

<sup>6</sup> © 2023 Circana, Inc. And Circana Group, L.P.; LEH total >=200m<sup>2</sup> + DM; Measure: Verkauf in 1.000 Euro; Time: YTD Okt.2023 vs. VJ