



PRESS Release

Fürth, January 2024

Vegan-licious! The new *Trolli Sour Strawbies*

These uniquely chewy sour strawberries expand Trolli's vegan range, offering a new, berry-fruity alternative for all flexitarians, vegetarians and vegans.

Fruity and sour with the popular strawberry flavor: the new *Trolli Sour Strawbies* will make the hearts of all flexitarians, vegetarians and vegans beat with excitement! The pack comes in a variety of fresh, bright green colors that will heighten your craving for sour fruitiness! As soon as the pack is opened, it unleashes an intensely fruity strawberry scent that is hard to resist. But it's not just the scent that's impressive; the strawberry flavor makes for a summer feeling all year round. The exciting chewiness comes from the special recipe: the new giant strawberries are both slightly firm and yet elastic.

V-Label for quick orientation: strong development of the Trolli veggie range

The new *Trolli Sour Strawbies* carry the official V-Label certification and are quickly recognizable as a vegan product. This means that consumers can immediately see that the product meets the highest standards for vegetarian and vegan lifestyles. Trolli has doubled sales of its veggie range (*Dino Rex*, *Bizzl Mix*, *Apfelgarten*) in recent years.¹ In 2023, sales figures also developed at an above-average rate with a further 58% increase compared to the previous year.²

In addition to *Trolli Sour Strawbies*, the unique *Trolli Dino Rex*, the tangy-sour *Trolli Bizzl Mix* and the fruity-sour *Trolli Apfelgarten* are delighting the new, fast-growing target group. The refined, sour sugar coating provides all four of them with a special kick. As the top seller in the range, *Trolli Dino Rex* increased sales by a further 52% compared to the previous year.³

The tastiest veggie trilogy as a secondary placement in stores

An attractive secondary placement display with the new *Trolli Sour Strawbies*, *Dino Rex* and *Bizzl Mix* will support the launch starting in January 2024. A creative and high-reach social media campaign with a focus on TikTok and the Meta platforms will also be promoting Trolli's brand slogan "Let the fun win."

The new *Trolli Sour Strawbies* are available in 150 g bags and as a single item in a can.

¹ ©2023 Circana, Inc. and Circana Group, L.P.; LEH total >=200m² + DM; Measure: Verkauf in 1.000 Euro; Time: 2019 - 2022

² ©2023 Circana, Inc. and Circana Group, L.P.; LEH total >=200m² + DM; Measure: Verkauf in 1.000 Euro; Time: YTD Oktober 2023 vs. VJ

³ ©2023 Circana, Inc. and Circana Group, L.P.; LEH total >=200m² + DM; Untermarke Dino Rex; Measure: Verkauf in 1.000 Euro; Time: YTD Juni vs. VJ