

# PRESS RELEASE



## CAVENDISH & HARVEY PRESENTS SWEET NEW PRODUCTS AT THE ISM

**At ISM 2024, the international confectionery manufacturer Cavendish & Harvey will be presenting its new sweet products: the Filled Drops “Lychee & Melon”, limited seasonal novelties for Asia and Christmas as well as a versatile pop-up display. Visitors are cordially invited to familiarise themselves with the new products and try them out at Stand G-31 in Hall 10.2.**

**Kaltenkirchen, 12<sup>th</sup> of December 2023** – from 28 to 31 January, the world's largest confectionery trade fair in Cologne – the ISM – will open its doors to visitors. The traditional confectionery brand Cavendish & Harvey, which has been writing success stories with high-quality drops in golden tins for over 45 years, will be there. At ISM, the international confectionery manufacturer will be presenting the new Filled Drops “Lychee & Melon” variety, limited edition festive designs and an eye-catching pop-up display.

“I am looking forward to presenting our new product ‘Lychee & Melon’ from the Filled Drops range at ISM, which recorded growth of 17% last year. I am also looking forward to the reaction to our new seasonal designs. We are convinced that both the new Filled Drops Lychee & Melon and the new designs will help to further increase our growth this year,” explains Frank Gemmrig, Managing Director at Cavendish & Harvey. With the extraordinary flavours and festive designs, Cavendish & Harvey wants to introduce younger adults in particular to the brand and provide seasonal incentives.

### **Lychee & Melon: fruity-fresh variety for the sweet shelf**



The new filled drops in the flavour “Lychee & Melon” from Cavendish & Harvey offer a varied mix of fresh melon and sweet lychee. The combination of exotic flavours with high-quality fruit juices is a special taste experience for all connoisseurs. The liquid centre harmoniously rounds off the crunchy shell of the hard candy. The variety complements the existing Filled Drops range and will be available in the characteristic golden 175g tin at an RRP of €2.49 from autumn 2024. The packaging is made from 99% recyclable material – this is a particularly relevant

purchase criterion for younger consumers.

## Festive designs for the Chinese New Year & the Asian Mid Autumn Festival

With the special editions for the Chinese New Year and the Asian Mid Autumn Festival, the Mixed Fruit Drops, Tropical Fruit Drops and Wild Berry Drops shine in a new, attractive design and invite you to savour, share and give them as gifts. With these limited editions, Cavendish & Harvey shows that they have the perfect gift for every occasion.



Cavendish & Harvey is adding three new limited editions to its seasonal product range for the Chinese New Year. Focusing on the dragon, which is an important sign of the Chinese zodiac, the designs shine in a festive red and gold colour, creating stimulating buying impulses.



For the Asian Mid-Autumn Festival, the Mixed Fruit Drops are presented in a new, playful design. The typical festival symbols of the rabbit and lotus flowers are reflected in the eye-catching design. With the flavours lemon, cherry, blackberry, orange and pear, the Mixed Fruit Drops provide varied moments of pleasure.



## Festive enjoyment with the Merry Christmas Selection

The Merry Christmas Selection from Cavendish & Harvey shines in a new look for Christmas 2024. The Victorian glass in combination with the festive red label is an eye-catcher on any shelf. The Christmassy flavours Apple Strudel and Plum Cinnamon are embossed in seasonally appropriate Christmas tree and bell shapes, creating a combination of flavours. The Merry Christmas Edition is available in a 300g jar at an RRP of €3.29 from autumn 2024.

## One display – many advantages: the new pop-up display from Cavendish & Harvey

Launching in 2024, Cavendish & Harvey is offering a new versatile pop-up display. The display is easy to set up in seconds and can be customised for all Cavendish & Harvey products. Depending on the product quantity, the display can be customised to 2 or 3 layers. Cavendish & Harvey wants to use the high-quality placement to stimulate purchases and encourage consumers to try the products.





You can download image material [here](#).

**About Cavendish & Harvey Confectionery GmbH**

The Cavendish & Harvey brand has stood for mouth-watering confectionery since 1977 and is the global market leader for high-quality hard caramels in Tins and Jars. Our Drops, made with real fruit juice, are dusted with icing sugar, and sealed in a premium gold Tin for the highest quality freshness. The unmistakable golden Tin often brings back childhood memories of special moments for many customers. Only high-quality ingredients, natural flavours, and colours as well as real fruit juice are used to produce the confectionery. Always with the additional seal of reassurance that the products are Made in Germany. As a family-run business with our headquarters in Kaltenkirchen, Germany, we provide customers in over 100 countries around the world with unique moments of pleasure. Cavendish & Harvey Confectionery GmbH has been a proud member of the family-owned Boettger Group, a medium-sized German group of companies, since 2002.

**For further information:**

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