

PRESS RELEASE



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NEW MIX FOR MORE SALES – THE MARYLAND CASHEW-MIX

The new MARYLAND Cashew-Mix combines peeled and unpeeled cashews. With its unique savoury crunch it offers new potential for increased sales.

Salty snacks continue to be popular with consumers and are among the sales drivers in the food retail sector. The new MARYLAND Cashew-Mix provides further impetus in this segment. The mixture of peeled and unpeeled, roasted and salted cashews is a classic snack with a light crunch, thus appealing to a broad target group. It is also perfect for successfully expanding a strong snack range.



The unskinned cashew nuts give the mix a special flavour. The savoury snack remains a versatile all-rounder: the salty mix is just as suitable for a football derby on TV as it is for an evening of wine or gin tasting. "Salted nuts are still one of the favourite classics for many occasions," says Micha Kohn, Head of Brand Sales. With the Cashew-Mix, MARYLAND wants to offer a new, exciting alternative to conventional salted mixes and present even more choice at the snack counter. "We are convinced that the combination of the two cashew nut varieties has the potential to become a new consumer favourite," says Micha Kohn.

The MARYLAND Cashew-Mix, roasted & salted will be available starting January 2024. One bag contains 150 g. The RRP per bag is 2.99 euros.

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Maryland Trockenfrucht Vertriebs GmbH, based in Henstedt-Ulzburg, was founded in 1995. With its own-brand business and the young MARYLAND brand, it is an important part of the Kluth Group. The Kluth Group has been in existence since 1928 and is a market leader in the natural food sector (dried fruit, nut kernels, seeds). More information is available at www.maryland24.de.