

PRESS RELEASE



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MARYLAND SNACK NUTS HONEY & SALT

MARYLAND Snack Nuts continue to be a success. The variety Honey & Salt provides a sweet addition and further sales opportunities.

Whether it's yin and yang, hot and cold or small and large: opposites attract, as we all know. This also applies to food. "In confectionery and snacks, the combination of sweet and salty has established itself as a consumer favourite," says Micha Kohn, Head of Brand Sales. Since April 2023, friends of nuts and snack lovers can also enjoy this flavour experience as a MARYLAND nut mix: thanks to MARYLAND Snack Nuts Honey & Salt!



The Snack Nuts Honey & Salt are a crunchy mix of sweet-coated peanut kernels as well as roasted and salted almonds, cashews and peanuts. The variety adds a slightly sweet variant to the predominantly salty Snack Nuts range and thus offers further purchase incentives in the young target group.

"We continue to see good sales opportunities in the salty snacks segment and are pleased that we can give the Snack Nuts further growth potential with the sweet yet salty variety," says Micha Kohn. The fact that the brand's nut products continue to be successful was also confirmed by the "Top Brand" award in 2022. This award is given annually on

the basis of figures from the GfK (Association for Consumer Research) and transparent criteria.

MARYLAND Snack Nuts Honey & Salt are available in a convenient cup. One cup contains 275 g. The RRP per cup 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 has a market-leading position in the natural foods sector (dried fruits, nuts, seeds).