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MARYLAND SNACK NUTS: NEW LOOK FOR EVEN MORE SNACKING FUN

MARYLAND Snack Nuts make a bold impression with a new look in 2025. In addition, the popular Honey & Salt flavour is now available year-round for sweet and salty nibbling moments.

They are spicy, crunchy, versatile and colourful! MARYLAND Snack Nuts are the ideal companion for a streaming marathon, a football evening in front of the TV or a party at your place and have been impressing consumers for many years with an excellent price-performance ratio. The Snack Nuts are continuously benefiting from a high demand for salted snacks with edgy seasonings. "We are pleased that our concept in a practical serving cup has been well received by consumers and that the range continues to develop positively. Nevertheless, we were looking for a way to make the range even more attractive in 2024," says Micha Kohn, Head of Brand Sales.

Design update for cups and secondary placement displays

The brand is currently giving the cup design a facelift for its Snack Nuts. The colour of the logo has been aligned with the colour of the respective flavour name. "The redesign makes it easier to see the logo, the name of the range and the flavour name," adds Marketing Manager Sven Schenkewitz. Among other aims, the update is intended to create new buying impulses and make it easier for shoppers to navigate the products. The new cups have been gradually making their way into shops since the end of 2024.



In addition, a new display design for the Snack Nuts is planned for 2025. "We don't want to rest on our laurels, but also want to set new impulses and continuously develop the brand," says Sven Schenkewitz. There will also be a design update of the tray for the bag range.

Successful bestseller, available year-round

Another innovation from MARYLAND: the Honey & Salt Snack Nuts are now available all year round, not just as a seasonal product. "The feedback on our Honey & Salt variety has been very positive. I am delighted that we will be able to offer our customers this product year-round," says Micha Kohn. This way, retail partners can benefit even more from the popular snack.

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