

# PRESS RELEASE

## Liquorice meets fruit: Jahnke presents innovative new take on liquorice at ISM 2026

Kaltenkirchen, December 2025 – At ISM 2026 in Cologne (1–4 February), Jahnke will present its new ‘Liquorice & Fruit’ varieties – a modern range that reinterprets the classic liquorice flavour in a surprisingly fruity way, capturing the spirit of the times. The three varieties combine the characteristic liquorice note with fruity sweetness and open up new target group potential in the hard candy segment.

### Liquorice is trendy: tradition reinterpreted

Liquorice will experience a creative upswing in 2026: consumers appreciate familiar flavours, but at the same time want new ideas and combinations. Jahnke is responding to this trend with its new ‘Liquorice & Fruit’ range, combining the best of both worlds: artisanal quality and innovative recipes. According to the Mintel Global Food & Drink Trend Report 2026, reinterpretations of traditional products are among the key market drivers. At a time when nostalgia and multisensory experiences are shaping enjoyment, ‘Liquorice & Fruit’ offers the perfect balance: familiar yet surprising. The fruity component takes the enjoyment factor to a new level and helps to attract new consumers to liquorice, with the aim of expanding the target group in the long term.



### Three varieties, clear differentiation

The new range includes three varieties: ‘Liquorice & Cherry’, ‘Liquorice & Peach’ and ‘Liquorice & Raspberry’. Each sweet is two-coloured, allowing you to experience the combination of distinctive liquorice flavour and natural, fruity sweetness with real fruit juice both in terms of taste and appearance.



The transparent window on the bag makes this two-tone design visible at the point of sale, attracting attention. Individually packed in a practical 125 g bag – ideal for on the go and for sharing. The combination of liquorice and fruit ensures a balanced taste experience and clear differentiation on the sweet shelf. The three varieties will be available in shops at a recommended retail price of €1.79 from January 2026.

### **Brand strategy marked by tradition and zeitgeist**

For decades, Jahnke Süßwaren has been synonymous with high-quality liquorice products 'Made in Germany'. With 'Liquorice & Fruit', the company is expanding its range with a concept that combines tradition and innovation. "With these new products, we are showing how classic recipes can be developed in line with contemporary tastes. As a subsidiary of Cavendish & Harvey Confectionery GmbH, we benefit from many years of expertise in the field of fruit candies and combine this with our liquorice expertise. In this way, we are making liquorice attractive to new target groups – honest, Nordic and with a commitment to craftsmanship," says Frank Gemmrig, Managing Director of Cavendish & Harvey Confectionery GmbH.

### **At the point of sale: visibility and impulse purchases**

The modern, Nordic-inspired packaging design ensures high recognition and emphasises the brand's distinctive look. The two-colour sweet visualises the combination of liquorice and fruit. The compact bag size is ideal for secondary placements and impulse purchases – supported by an eye-catching floor display that provides additional visibility at the POS and among new target groups with clear colour contrasts and maritime design elements.



### **New product launch at ISM 2026**

At ISM 2026 (1–4 February, Cologne), Jahnke Süßwaren will celebrate the launch of its new 'Liquorice & Fruit' range in Hall 10.2, Stand G-31. The trade fair presentation marks the launch of a new product generation that expands the classic liquorice range with fruity facets. Visitors are cordially invited to try the new varieties at the stand.

### **About Jahnke Süßwaren GmbH**

Jahnke Süßwaren GmbH looks back on a long tradition of producing fine candies. Founder Rudi Jahnke began his craft in Hamburg-

Altona back in the 1930s – with passion, courage and a healthy dose of North German ambition. Over the decades, the small sweet factory developed into a successful family business, which found its current home in Kaltenkirchen in 1989. Since 2024, Jahnke has been part of the family-run Boettger Group and, under the umbrella of Cavendish & Harvey Confectionery GmbH, focuses on the production of high-quality sugar confectionery. Production continues to be based on craftsmanship, experience and attention to detail – for authentic taste and quality made in northern Germany.

### **For further information:**

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