

## PRESS RELEASE

### **Kalfany Suesse Werbung conquers new markets with a variety of fruity delights (Hall 10.2, Stand F030)**

**Herbolzheim, January 2015. Kalfany Suesse Werbung GmbH & Co. KG is cramming 2015 full of innovation: Pulmoll is bringing to the market their Pomegranate-Aronia trend product and a Mango-Mint summer edition, Cupper Sport is launching their Fruit Gum Mascots and Kalfany is releasing extra sour Fruit Bonbons in Mickey Mouse design tins.**

Kalfany Suesse Werbung GmbH & Co. KG greeted the mild winter of 2013/2014 with some tasty new products. As the cough sweet market weakened overall due to the mild weather the specialist in high-quality, specific confectionery demonstrated their flexibility and innovation to better position itself on the market. There was even a two percent growth in sales last year in the drug store market, despite the downward trend. Rapidly expanded distribution and the 20-percent-extra campaign in the autumn saw Pulmoll Mixed Berry advance to become a top selling item.

In 2014 Kalfany became the Muppet-master in a special edition and acquired the licence for design tins featuring Kermit and friends, resulting in significant sales. Kalfany Suesse Werbung successfully launched into planned target export markets in 2014, securing their interest - Eastern Europe, the USA and Russia being the main focus. Kalfany Suesse Werbung GmbH & Co. KG will continue to increase their international activity in 2015. The company is currently represented in 60 countries – this portfolio will be expanded to 65. Experts see strong markets for 2015 in the Netherlands, France, Korea, Russia and Taiwan. The export strategists are targeting Eastern Europe and Asia as consumers there particularly love the tins. In France, the reintroduction of Pulmoll and sales in pharmacies ensured success last year.

The company sets great store by sustainable growth and social responsibility, both in Germany and abroad. "We work with natural ingredients, have energy efficient production facilities and make sure that our employees are actively included in our environmental and sustainability measures," says Fritz Haasen, Managing Director of Kalfany Suesse Werbung GmbH & Co. KG.

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In 2015 the specialist sweet producer plans to convince both industry and consumer of their innovations, test out new and younger markets and generate brand loyalty. In order to achieve this they have planned a broad package of measures:

### **Cheeky survey “How do you eat your candy?” continues to bring success**

Small survey, big effect: the great success of the Pulmoll campaign “How do you eat your candy?” will be continued online in 2015. Over 18,600 people have already taken part in the online test. The strongest group, with 64%, is the roof of the mouth people, ahead of the cheek people (18%), suck and biters (11%) and tongue suckers (7%). The new face of the online campaign has been found and has been gracing images since the summer. A large number of fans applied via Facebook to be the model for the new campaign. “The ‘How do you eat your candy?’ campaign draws everyone in and simply motivates everyone to join in,” says managing director Fritz Haasen. In the first half of the year the campaign led to a clear increase in sales during the airing period despite the declining market – however it was not able to completely compensate for the losses experienced over the whole period.

New trend tins for 2015 support increased growth:



### **New summer edition: Pulmoll Mango-Mint**

This time the new product is presented in a Big Pack and is super fruity, sugar free and refreshing: Pulmoll Mango-Mint is the perfect sweet for hot summer days. The combination of sweet mango and stimulating mint provides that summer feeling and a perfect sweet sucking experience. The throat lozenges are sugar free, sweetened with steviol glycosides derived from stevia, making them tooth friendly\*; they also contain vitamin C. The summer edition goes on sale from April in 90 g bags containing individually wrapped sweets and is available at a RRP of €1.59.

### **Pomegranate-Aronia: new vitamin shot for the market**

The new Pulmoll variety, Pomegranate-Aronia, contains fruits highly prized for their health benefits. The new variety, with its fruity flavour of trendy pomegranate and power berry aronia, is set to be a real hit. Pomegranates and aronia berries are known for containing lots of healthy vitamins, minerals and flavonoids. The tasty hint of menthol means that this innovation feels good for sore throats. The throat



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lozenges are sugar free, sweetened with steviol glycosides from stevia, tooth friendly\* and contain vitamin C. They contain fruit juice concentrate to give the sweets a unique fruity flavour. This perfect mix is available from March in 50 g tins at a RRP of €1.15 - €1.49.



### **Pulmoll puts all its top sellers in new Big Packs**

The Pulmoll bag range now consists of five strong varieties – divided into the sugar-based cough sweets Classic and Sage, available in the 125 g bag with XL pastilles, and the sugar free, refreshing and releasing throat and cough sweet varieties Extra Strong, Lemon and Mixed Berry, available in 90 g bags. “Our top sellers from our tin assortment are now also available in Big Packs,” says Managing Director Fritz Haasen. The big packs are also set to receive a modern, young new look in May 2015 and will make it clear at a glance what they contain. The new bags will be

prominently marketed with the use of the new display. They are available at a RRP of €1.59 - €1.79.

### **“Hey!”, “Yippee!” And “Kiss!” are the messages on the new special design tins with the Disney license Mickey Mouse Cartoons**

Kalfany is launching new design tins in 2015. The specialist has developed three attractive tins with the most popular Disney characters\*\*: Mickey Mouse\*\*\*, Minnie Mouse and Donald Duck to keep and collect. The cult objects have a distinctive and up-to-date drawing style – making them especially appealing to a target group of 6+.



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However, the design tins are not only eye catchers to increase shelf visibility, they convince through their taste as well: they are crammed full of extra sour fizzy fruit sweets with a raspberry and apple flavour perfectly suited to kids' taste. The new design tins each contain 50 g of fizzy sweets and are available from January for a RRP of €1.49 each. Mickey Mouse, Minnie Mouse and Donald Duck on the candy tins create desire and impulse buys through the use of attention-grabbing secondary placements of the new design tins.

### In the mood for celebration at Cupper Sports fan sweets and fruit gum sport mascots

Fans can now cheer on their favourite club with even more flavour – the 60 g Cupper Sport club tins, filled with delicious sweets, are now available for 19 different clubs. Included in the German range are teams such as Bayern München, BVB, Schalke 04, HSV, Eintracht Frankfurt, Borussia Mönchengladbach and 1. FC Köln. For export, the range also currently includes three Turkish club tins - Besiktas, Fenerbahce and Galatasaray. The embossed fan tins are very popular as collectors' items. They are available at a RRP of €2.50.



The tins will be joined by fruit gum mascots in 125 g bags for the start of the second half of the Bundesliga season in January 2015. The bicolour fruit gums are available in four flavours and depict the team mascot of the favourite club. The fruit gum mascots are available at a RRP of €1.59.

### Kalfany Classic Travel Sweets 2015 now with a tropical note

A new variety has arrived to expand the range of Kalfany Classic Travel Sweets: "Tropic" is a mix of the natural flavours of mango, passionfruit and pineapple, complemented perfectly by orange, lemon and lime fruit juice concentrate to guarantee an exotic



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experience. The Kalfany Tropic variety appeals due to its natural flavourings, no colourings and the tropical, fruity, fresh flavour. The fruit sweets are available now in the 150 g Travel Sweets tin for a RRP of €1.25

### Relaunch of Kalfany Herbs

The popular variety Kalfany Herbs contains an improved recipe with extracts of sage, English plantain and thyme as well as natural mint and menthol flavouring. The popular classic is a favourite of many Kalfany Classic fans.

### Echt Sylter Brisen-Klömbjes and Pulmoll refresh the pharmacy landscape

Candy fans will now find it even easier to acquire a taste for these sweets in pharmacies because Echt Sylter Brisen-Klömbjes and a wide range of Pulmoll are now available here on the shelves. The expansion of the pharmacy distribution network for both brands has been driven forward in collaboration with Sanotact – the pharmacy marketing expert for non-prescription products. Echt Sylter Brisen-Klömbjes are now available in pharmacies across Germany in flavours such as Woodruff Vanilla, Red Fruit Compote and Strawberry Rhubarb as well as the classic cough sweet varieties Sylter Herbal Blend and Sylter Brine. The sweets are available at a RRP of from €2.49.



\*Pulmoll Bonbons sugar free contain ISOMALT instead of sugar and thus contribute to maintaining healthy teeth.

\*\*Mickey, Minnie and Donald are some of the most popular children's licences. Source: Kids License Monitor – Online Study in France, Germany and the UK 2014/III.

\*\*\*95 % of 4 to 12-year-olds recognise Mickey. Source: Kids License Monitor – Online Study in France, Germany and the UK 2014/I.

About Kalfany Suesse Werbung GmbH & Co. KG

Kalfany Suesse Werbung GmbH & Co. KG is one of the largest tinned sweets producers for Europe, Asia and the Near East today. Its international success is based on high quality standards and selected recipes as well as a distinctive tin design. The company is regarded as a particularly active and innovative manufacturer that has achieved an excellent reputation worldwide both due to its products, e.g. sugar-free sweets (sweetened with stevia \* since 2012), and unique brands, such as Pulmoll, as well as its technology.

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