



PRESS INFORMATION

New snack concept in the anniversary year

- Zentis premieres 'MyCorn Cereal Snack' at ISM 2018
- Europe's leading fruit processor celebrates the 125th anniversary of its founding

Aachen/Cologne, January 2018 – 125 years of Zentis – this represents 125 years of the company's passion for fruit, meticulous selection and processing of only the best raw produce and constant innovation and creativity in the development of new products. This expertise and experience has made Zentis one of Europe's leading fruit processors and an invaluable partner and source of inspiration for both the retail sector and processing industries in dairy products, bakery and confectionery segments.

At ISM 2018, the long-established company from Aachen once again presents clear proof of its expertise and powers of innovation with the premiere of the first cereal snack product from Zentis – 'MyCorn Cereal Snack'

'With "MyCorn", we once again show consumers and retailers how healthy, natural ingredients can be processed to create a genuine, authentic and delicious snack product. The light and crispy, chocolate-coated new cereal snack is filling, but doesn't slow you down, and is therefore just the thing for a mobile and youthful target group that wants to treat itself to a delicious, natural and nourishing snack', is how Zentis CEO Karl-Heinz Johnen describes the new product concept.

The light and crispy snack between meals

'MyCorn Cereal Snack' has a crunchy cereal center coated with smooth, full-milk chocolate. It is not as sweet as other comparable chocolate snacks, and is available in the varieties 'Crunchy Oats', 'Rich Rye' and 'Nutty Quinoa'. Thanks to the 90 g Doypack-style resealable zip-lock bag, the snacks stay fresh longer and are particularly practical for people who enjoy an on-the-go lifestyle.





Attractive placement – broad-based communication

The new cereal snack is attractively presented in the retail segment: The three varieties are offered in variety-specific boxes, each of which contains nine individual bags. High-visibility placement at POS is further ensured by an additional, especially eye-catching, 72-pack standalone display unit with a pillar.

The launch will be accompanied by a communication concept comprising a broad-based 'Taste & Try' promotion, comprehensive social media activities (Facebook, Blogger campaigns), PR, a website and an online banner campaign.

'MyCorn Cereal Snack' will be available at an RRP of 1.49 euros per 90-g bag.



'We see enormous potential for "MyCorn" in the retail segment and are certain that the new product launch will be a success. We take pride in being able to showcase the expertise we have gathered in the processing of the best raw products in the cereal segment over the past decades. In our additional role as a B2B partner, our expertise and care in the manufacturing of products – whether from fruit, almonds, chocolate or cereals – fulfils the needs of our customers in downstream industries. Our aim for the future is to set a more intense focus on progress in this area and to strengthen our strategic positioning in the confectionery segment', reports Karl-Heinz Johnen.

Zentis will be making an appearance at the ISM in Hall 10.2, at Stand no. B040/C041.



About Zentis:

For 125 years, Zentis has stood for unparalleled expertise in the processing of fruit and other natural raw materials. Founded in Aachen back in 1893, the company is still under family ownership. Zentis boasts an outstanding innovative drive that has made it one of Europe's leading fruit processors and a source of inspiration for the processing industry and trade. Zentis is synonymous with first-class products, an uncompromising quality policy and the passion to always make the very best out of fruit. Thanks to its innovative product concepts, Zentis provides premium-quality taste experiences for the customer and is ranked number 2 for sales of jams in Germany. The fruit expert's areas of expertise include: fruit preparations for the dairy industry (speciality: stable chocolate chips and cereals for yoghurt), fruit preparations for the non-dairy industry (e.g. bakery and confectionery industry), sweet spreads (quality fruit jams, jellies and sweet cream spreads for wholesalers and large consumers) and confectionery (marzipan, chocolate and cereal specialities for wholesalers and large consumers). The company's brands are valued by retailers and customers: Sonnen Früchte, 75% Frucht, Sonnen Früchte Cremig, Heimische Früchte, Leichte Früchte, Original Aachener Pflümli as well as Nusspli, Belmandel and the chocolate pralines „Hochfeine Creationen“ and the popular fine marzipan bars Belmanda and Belnuga. In 2017 Zentis' quality was once more awarded the golden stamp of approval by the Deutsche Landwirtschafts-Gesellschaft e. V. (DLG). Manufacture of the Zentis' jams and confectionery takes place exclusively in Germany at the Aachen headquarters. In the company's sites outside Germany only fruit preparations for the processing industry are manufactured. Zentis employs more than 1,100 people at its main plant in Aachen and has about 900 employees at sites in Poland, Hungary, Russia and the U.S.A.

For more information on Zentis, go to <http://www.zentis.com>

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