

Light and crumbly



BURTON'S FOODS – The supplier is adding to its Cadbury Highlights range – ‘for health-conscious consumers’ – by introducing Delights and Nibbles.

Delights are light and crumbly biscuit bars coated in Cadbury milk chocolate, available in chocolate and coffee flavours, with eight individually-

wrapped bars in each multipack.

Nibbles are light, crumbly round biscuits, half-coated in Cadbury milk chocolate. The two flavours are chocolate and honeycomb – both in multipacks of six mini-bags, each containing seven biscuits.

The newcomers, as well as the existing Cadbury Highlights mallows (150g) and wafers (100g) – launched earlier this year – have an rsp of £1.29.

Innovation manager Julia Monoyjioudis said: “The launch of Cadbury Highlights has been a great success for Burton’s. The ‘better for you’ biscuit segment continues to drive growth, with healthier biscuits worth £298 million and growing at 13.1% (source: IRI 52 weeks to 17 July 2005).”
Tel: **Burton's Foods (01727) 899700.**

Cherry-ripe campaign

FISHERMAN'S FRIEND – A new advertising and promotional programme has been launched for the medicated confectionery brand, with a £750,000 press and poster drive focusing on the recently-launched cherry menthol flavour, which has no added sugar.

The activity, which runs from October until March 2006, is based on three advertisements, with the themes: ‘A Sheep in Wolf’s Clothing’, ‘For Beginners’ and ‘They Make Your Mouth Water, Not Your Eyes’.

UK area business manager Martin Stimson said: “The launch of cherry menthol has been such a great success that we have opted to use this refreshing new flavour as the main focus of

Low-fat milk drinks

DRINKS BROKERS – New to the flavoured milk sector is low-fat Slammers, in three flavours: amazing chocolate, cosmic strawberry and xtreme banana.

The drink, which comes in colourful packaging featuring comic book characters, has a nine-month shelf life.

Available in 250ml Prisma packs, Slammers is already an established brand in the US, where the drink is made by Florida-based Bravo! Foods International, which has appointed



Drinks Brokers to handle UK sales and marketing.

David Diggins, director of the Swaffham, Norfolk, agency, said: “The UK flavoured milk sector has increased in value by 32% in six years, but it is still very much under-developed. Slammers, with just 1.7g fat per 100ml, is bringing innovation, quality and added value to the market.”

Support includes advertising, marketing and sampling.
Tel: **Drinks Brokers (01760) 727000.**



our winter advertising campaign. Cherry is already established as the number two flavour in the range behind original extra strong.”

The promotional element features composite packs for cash & carries and delivered wholesalers containing outers of 24 original extra strong and 24 cherry menthol, plus a free display unit, eight packs of product worth £5.20 and 100 cherry menthol sample packs.

Tel: **Jenks Sales Brokers (01844) 293600.**

Extensive snacks range for Christmas

WALKERS SNACKS – ‘Family favourites’ and ‘adult sociability’ are the two crisps and snacks descriptions spearheading the company’s Christmas range.

Following a good performance last year, roast turkey and Paxo flavoured

crisps six-pack are being introduced for the festive period, with a multipack now featuring new turkey & bacon flavour.

Seasonal editions will also feature Christmas pan-fried sausage & sage flavour in 150g bags and roast pork & creamy mustard sauce flavour in 40g

standard and 150g bags.

Thai sweet chilli flavoured crisps will again be available in a 300g format, while Sensations crispy coated peanuts 300g return in mild chilli spice and hickory smoke flavours.

Tel: **Walkers Snacks (01189) 306666.**