

PRESS RELEASE

From the "How do you eat your candy?" campaign to the Muppets, football fans and power fruits in Pulmoll – Fritz Haasen, Managing Director of Kalfany Süße Werbung GmbH & Co. KG, has a lot of plans for 2014:

Herbolzheim, January 2014.

Pulmoll started a high-profile campaign in 2013 which could not be missed! Now it is your turn: How do you eat your candy?

Fritz Haasen: Oh, I am the typical biter. I usually like to put two to three sweets in my mouth at a time – however only with the small Pulmolls.

During your "How do you eat your candy?" test, 66 per cent admitted that they like to let their sweets linger on the palate. What makes this campaign so appealing and successful?

Fritz Haasen: After all, everyone has enjoyed sucking on a sweet at some time, and it's fun to test how you actually like to eat your candy. We have had a huge response: 16,000 people have taken the test so far! The campaign helped generate a five percent increase in our brand awareness in 2013, which is really a high figure for a brand that is already as well-known as Pulmoll. Therefore, we are now proceeding with the next step: From February to April, Pulmoll is looking for the face of 2014 for the online campaign. The campaign is already being kicked off at the ISM, where visitors can have their picture taken at our booth in order to take part in the photo contest. At a later date, everyone can enter by posting a photo via Facebook. We are expecting very high numbers of participants again.

You are then on everyone's lips, so to speak?

Fritz Haasen: Yes indeed. We were also successful in 2013 once again: a revenue increase of 1.3 per cent in the food retail trade and 6.3 per cent in the drugstore markets, and a 3.9 per cent sales growth in the food retail trade and 6.9 per cent in the drugstore markets. Our tinned sweets have a degree of popularity of 90 per cent.

What are your goals for 2014?

Fritz Haasen: We feel a responsibility towards the environment and also practise that principle in the company. Therefore, it remains our aim to produce resources in a way that conserves them

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and saves energy in order to work cost-effectively and in a sustainable manner in the long-term and, on the other hand, to protect the climate and the environment to the best possible extent. In addition, we attach great importance to the fact that our sweets not only taste very good, but are also made from natural raw materials. We are constantly keeping these aims in mind and focusing on achieving consistent growth through innovation.

And that can also be accomplished by adding a real power fruit to the sweet?

Fritz Haasen: Yes, we are expanding our range of products with a true taste enjoyment. We are launching our new flavour, Pulmoll Mixed Berry with Açaí, onto the market. Mixed Berry with Açaí is, of course, also sweetened with stevia and features a particularly refreshing wild berry taste. After the first partial listings, I am convinced that this will be the hit in 2014.

With the new Disney licences, you have also succeeded in acquiring the Muppets for Kalfany!

Fritz Haasen: We are very proud of this cooperation. The Muppets have been true stars for 55 years, everyone knows and likes them, and now they are decorating our design tins. Tingly, tangy sweets with the popular Muppets characters embossed on the tins: Kermit, Miss Piggy and Animal are simply legendary. The distinctive, eye-catching Muppets design tins will be an attractive feature and put some pep on the candy shelf.

What will this range taste like?

Fritz Haasen: For lemon fans, there are the delicious lemon-sherbet sweets in the "Hip Hop Happy Kermit" design tin. Those who like something sweeter can choose the cherry-sherbet sweets in the "Sweet Kiss – Miss Piggy" design tin. They have a tangy taste of cherry that you will fall in love with – nobody can resist them. And for a slightly wilder touch, the tingly orange-sherbet sweets in the "Want more – Animal" design tin is the right choice.

In addition to movie fans, the football fans will also be really pleased in 2014:

Fritz Haasen: Cupper Sport is a real perfect hit for football fans, of course. All the more so now after the re-launch: The 60-g club tin is now available in a higher quality look with an embossed club logo that is impressive from both a haptic and visual viewpoint. The fan tins are therefore even more attractive to football fans! And it is also perfect timing for the World Cup!

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Your products are popular around the world. Are there markets which are especially important to you in 2014?

Fritz Haasen: We sell our sweets in 60 countries. In terms of the export business, we want to expand our business in Eastern Europe, the USA and Russia. Sales in the Benelux countries, Mexico, the USA, Africa, Asia and South Africa already increased in 2013. Eastern Europe and Asia advanced to become the strongest overseas markets; the consumers in those countries are simply special fans of the tinned sweets. However, we have not reached the end of the line here by any means.

About Kalfany Süße Werbung GmbH & Co. KG

Kalfany Süße Werbung GmbH & Co. KG is one of the biggest tinned sweets producers for Europe, Asia and the Near East today. In addition to high standards of quality and selected recipes the unmistakable tin design also forms the basis for its international success. Moreover, the company is deemed as a particularly active and innovative producer, which was able to achieve a good reputation worldwide already both on the part of the product with e.g. sugar-free sweets (since 2012 sweetened with stevia*) and unique brands such as Pulmoll as well as on the technological side.

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