

## Jaffa Cakes launch the big one

Many have tried and failed to create a Jaffa Cake of giant proportions without success. But now it's finally here! The Big One is the latest launch from McVitie's and is a Jaffa Cake of epic proportions.

The celebration cakes category is worth £142m (+2.0 percent YOY)\* and birthday/celebrating and eventing is up 3 percent YOY with over 60 percent of the UK population celebrating their birthday and planning a stay-at-home party which is indicative of an increasing at-home culture. More people now invest in home entertainment and will spend more on cooking and eating in the home.\*\*

Perfect as a cake for birthdays, anniversaries, christenings and celebrations of all shapes and sizes. It is a delicious treat for everyone who's a fan of the original Jaffa Cake whether young or old.

The Big One combines three layers of fluffy, light Jaffa Cake sponge with zingy orangey filling, all covered with a thick layer of sensational dark crackly chocolate.

Tom Blair, Brand Manager at McVitie's said: "We have been experimenting and tweaking the Big One recipe for a number of years now. We needed to ensure the sensation of eating the larger Jaffa Cake is similar to the smaller Jaffa Cake so all of our more hardcore fans will enjoy it as much as new Jaffa Cake fans.

"This innovative product will give a fantastic boost to the celebration cakes category and will attract new customers to Jaffa Cakes."

The Jaffa Cakes brand in the UK is worth £52m\*\*\* and is bought by 15m households. Core buyers are households with children, mostly women aged 25-34 year old, however, the majority of consumption is from children aged 11-16.\*\*\*\*

\*Source: Nielsen Total Market Celebration Cakes MAT to 23rd March 2013

\*\*Source: Mintel Planned at Home Events report March 2012

\*\*\* Source: Nielsen Total Market Sweet Biscuits & Cakes MAT to 23rd March 2013

\*\*\*\* Source: Kantar WorldPanel online MAT to Feb 2013

Contact **United Biscuits** on tel 0208 234 5000 or visit [www.unitedbiscuits.com](http://www.unitedbiscuits.com)

## Sainsbury's confectionery is sweet

Sainsbury's is relaunching its entire confectionery range with 50 percent of the products either new or improved. The 76 sweetie strong range is fun and unique offering better flavours and textures than ever. Below are some highlights from the new confectionary range.

Retro: Fans of retro classics will love the new soft bon bon sweets in caramel, chocolate and strawberry flavours, presented in a traditional boutique jar.

Pick 'n' Mix: As well as old-fashioned favourites such as Toffees, Liquorice and Fruit Sherbets, check out the new Sweet Shakers – classic 'pick n mix' done for you with a Foamy Fruit Mix including Jelly Dots, Shrimps and Gummy Snakes or the Fruity

Fun Mix which offers Fried Eggs and other classic treats.

Princess and Pirates: Princess and Pirates is a popular party theme at Sainsbury's, offering birthday cakes, invitations, paper cups and plates. The range now offers Princess and Pirates confectionary – a great solution for a kid's party, including convenient sharing tubs and mini treat bags!

Eric the Elephant: Eric the Elephant has had a makeover. The popular, pink gummy sweets have universal appeal, and along with the original Eric sweets, Eric & Friends and new Fizzy Trunks are available to enjoy as well. Plus new sharing bags have also been introduced into the range from Marshmallows to Sweet Popcorn.

Contact **Sainsbury's** on tel 020 7695 6000 or visit [www.j-sainsbury.co.uk](http://www.j-sainsbury.co.uk)

## Appy Drinks' Nickelodeon characters juice range

Appy Food & Drink Co. is announcing the launch of a new range of kids juice drinks, featuring Nickelodeon favourites: Dora the Explorer, SpongeBob SquarePants and Teenage Mutant Ninja Turtles. The range will be packaged in Tetra Pak cartons, and will utilise interactive digital technology to give families an even more enjoyable drinking experience.

To use the technology, consumers will simply scan the back of the cartons with their smartphones to collect fun props, such as items of clothing worn by the Nickelodeon characters.

The drinks will also be the first ever UK juice range to incorporate Nickelodeon characters, and will be available in three flavours; Orange & Pineapple, Apple & Blackcurrant and Tropical Vitamin Boost, with further flavours to be revealed later in the year. The range is Schools Approved for nutritional value, and made from 50 percent fruit nectar juice. The drinks provide one of the recommended five a day, contain no added sugar or artificial preservatives and are 100% natural.

The range will be available in the Tetra Brik® Aseptic 200ml with straw, making them ideal for school lunchboxes, picnics and drinking on-the-go.

Bobby Patel, Director and Co-Founder of Appy Food & Drinks Co. said about the launch: "We are thrilled to be bringing such a fun and innovative product to the UK market. The Nickelodeon characters are loved by parents and children alike, and the interactive technology used on the carton will make

drinking this juice an enjoyable activity for the whole family.

"Tetra Pak was our first choice for the range, primarily because the cartons provide a large printable surface area - essential for us as we needed plenty of room to showcase the digital element of our drinks".

Mike Jarvis, Portfolio Manager at Tetra Pak commented on the decision to package the range in Tetra Brik Aseptic cartons: "At Tetra Pak we are always planning for the future; we invest heavily in research and monitor trends closely so we can provide packaging that meets consumer demands and needs. Augmented reality is set to change the face of packaging in the coming years, and we are really excited to be working with a customer that is already incorporating it into their products. The Appy Nickelodeon range is innovative, fun and imaginative, and we are sure it will prove to be extremely popular."

Appy Drinks have also launched a partnership with Panini Stickers to create a range of supermarket multi-packs containing augmented reality activated free stickers featuring the Nickelodeon characters inside each pack.

The Tetra Brik Aseptic 200ml carton is made primarily from paperboard, a 100 percent renewable material. Tetra Pak cartons are also widely recyclable and low carbon. From this year it will be even easier to recycle Tetra Pak cartons, following an agreement between ACE UK and Sonoco-Alcore which allows beverage cartons to be recycled at its UK plant.

Contact **Tetra Pak** on tel 01978 834000 or visit [www.tetrapak.com/uk](http://www.tetrapak.com/uk)