

PRESS RELEASE

Fritz Haasen, Managing Director of Kalfany Süße Werbung GmbH & Co. KG talks about fresh new ideas: With the summery Mango-Mint, trendy Pomegranate-Aronia, fan mascots, and amusing and cheerful Disney stars, the confectionery and tinned sweets expert is off to a successful start in 2015.

Herbolzheim, January 2015.

What new sweets will Pulmoll be filling the tins with next year?

Fritz Haasen: Our new Pulmoll Pomegranate-Aronia variety, combined with a delicious menthol flavour for the throat and pharynx. It is well-known that the trendy pomegranate fruit and aronia power berries are chock full of healthy vitamins, minerals and flavonoids. There will also be a new Pulmoll summer edition in convenient bags: Mango-Mint, the super fruity, deliciously refreshing variety for the summer, featuring a mellow mint flavour and a look and taste that evoke a great summer feeling. Moreover, our range of bagged products will be revamped with a more contemporary, fresher design.

Will you continue your “How do you eat your candy?” campaign in 2015?

Fritz Haasen: We believe the campaign still has great potential. It is simply appealing, a perfect match for the lens-shaped **soothing little helpers** that are much more than just sweets and can be savoured in so many different ways. What's more, we also reached younger target groups. We found the new face for the online campaign and have been featuring it with great success since mid 2014. We will therefore continue the online campaign in 2015 as well. I'm excited about it!

What are the company's goals for 2015?

Fritz Haasen: Social responsibility and resource-friendly stewardship of our environment are firmly established goals at our company. We intend to maintain and strengthen our strong market position, which is distinguished with a solid 90 percent brand awareness. We will achieve this with innovations, flexibility, a targeted customer approach, and sales activities geared towards further promoting impulse purchases.

What effect did the mild winter in 2013/2014 have on your business?

Fritz Haasen: In the previous year, overall sales in the throat lozenge market decreased by four percent. Pulmoll still fared comparably well in this market. In the drugstore markets, Pullmoll even

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achieved a growth of two percent and was thus above the market average, which saw a growth rate of just 0.7 percent. However, there is still a lot of untapped potential on the shelves.

Did the products that were launched in 2014 emerge as winners?

Fritz Haasen: Yes, in particular, Pulmoll Mixed Berry with Açai was a shooting star. The taste and flavour of the product was perfect during a time when winter stayed at bay, since it is not focused solely on relieving coughs. Today, it still continues to be one of our top-selling items. And the design tins adorned with the Muppets figures, which were launched to coincide with the theatrical release of the new Muppet film, was one of Kalfany's most successful licence acquisition in 2014.

Your sweets are very popular around the globe. Which markets will you be focusing on in 2015?

Fritz Haasen: We want to continue to grow, and will soon be active in 65 countries with our Kalfany and Pulmoll brands. Essentially, the aim is to greatly expand the markets in Eastern Europe, the USA and Russia. In addition, after the successful launch of Pulmoll Big Packs (XXL lozenges flowpacked in bags) in France, Pulmoll is planning activities in England, Scandinavia and Canada in 2015. The international Travel Sweets range was the main driver of export revenues for the Kalfany brand, with China, Russia, Korea and Israel being particularly successful markets in 2014. Our global business also thrived with country-specific products, such as "Hello Kitty" in Korea.

Will Kalfany put new licensed products on the market in 2015?

Fritz Haasen: Yes, and exciting ones! We have developed a product range with the Disney license Mickey Mouse, Minnie Mouse and Donald Duck and the famous Cartoon Style will soon be decorating our tins, which is currently right on-trend. The popular characters are attracting to young and old as well as female and male consumers. And of course the sweets inside will delight, too! The design tins will be filled with extra sour fruit candies.

Are more innovations in the works?

Fritz Haasen: We are adding a "Tropic" flavour to our Kalfany Classic Travel Sweets range. And our popular Copper Sport line of fan tins, featuring logos of the major football clubs, will be expanded as well. In the export segment, for example, we will be introducing three Turkish club tins. For the second leg of the football season in 2015, there will be brand new fruit gummy mascots in 125-gram bags for fans to snack on.

And will Echt Sylter Brisen-Klömbjes keep on refreshing the market?

Fritz Haasen: There are Sylt admirers all over Germany, and we aim to please them. To this end, we are partnering with a pharmacy distribution specialist. The expansion of the pharmacy distribution business now brings wonderfully delicious flavours such as woodruff-vanilla, red-fruit compote and strawberry-rhubarb to pharmacies throughout Germany.

So we can say that you will continue to be on everyone's lips?

Fritz Haasen: Absolutely, since that's what lozenges and cough sweets are all about. They are impulse purchases, which makes it all the more important to ensure that they are placed on retail shelves in a visible, appealing way and also set new trends, because this visibility and presence greatly increase the chances that consumers will notice them and buy them. And that is exactly what we want to achieve in 2015.

About Kalfany Süße Werbung GmbH & Co. KG

Kalfany Süße 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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