

**Between Batman and the Bundesliga – Kalfany Süße Werbung chooses strong brands and innovations, further expanding licence branding (Hall 10.2 Stand F030)**

Herbolzheim, January 2016. Kalfany Süße Werbung GmbH & Co. KG serves a variety of markets with the Kalfany brand and its comprehensive range of products and services. These markets are characterised by a large number of suppliers and an element of crowding. In order to be successful you need strong brands, plenty of innovation and good partnerships (licences), which is exactly what the confectionery experts are able to rely on. Kalfany Süße Werbung GmbH & Co. KG continues to strive in 2016 for sustainable growth, maintaining its market position, social responsibility and the expansion of trade in licensed products. In terms of licenses, Kalfany is bringing new Batman and Superman fan and collectors' tins to customers. Kalfany Süße Werbung GmbH & Co. KG continues to pursue its objectives with Cupper Sport sweets and fruit gums as well as the continuation of the successful Disney licence for Mickey and friends and the cult licence for "afri". In addition, the company is once again livening up retail sales with its "Classic Travel Sweets" in new variety Caramel Cream as well as seasonal varieties Panna Cotta, Tiramisu, Mulled Wine and Baked Apple.

One of the most successful areas of trade at Kalfany is the licensed products. In 2015 this area of the business demonstrated an increase in turnover of 2.7 percent\* in the classic food retail sector. The popular Disney campaign license will therefore be continued in the new year: Mickey Mouse, Minnie Mouse and Donald Duck will once again be available in three varieties to enjoy, collect and keep. The appealing design tins each contain 50g of sherbet sweets and are available at a RRP of €1.49. The cult license "afri" will also be continued.

New products for 2016 will similarly build on this success:



**Kalfany is flying high: with the on-trend new Batman and Superman licences**

Kalfany will launch new Superman and Batman tins. Each fan and collectors' tin includes heroically delicious sweets with the popular flavours cola, cherry and lemon.

The special twist: each high-quality embossed tin contains two-tone sweets – matching the colours of the world-famous superhero logos.

These unique fan and collectors' tins will be popular with young and old superhero fans alike, as small gifts or storage boxes. For 75 years the two superheroes have been exciting millions of people through the generations.

The attractive collectors' items will be available in shops from January 2016 at a RRP of €1.49.



### For true believers: Cupper Sport for football fans



Fruit gums in the shape of popular club mascots and fan sweets will continue to be popular with football fans in 2016. These two products have practically become essential when cheering on your team. Anyone rooting for their favourite club won't hesitate to grab a pack. The 60g Cupper Sport team tins, filled with refreshing and fruity sweets, are now available for 22 different clubs. These include the most popular German Bundesliga teams such as FC Bayern München, BVB, Schalke 04, HSV, Eintracht Frankfurt, Borussia Mönchengladbach and 1. FC Köln. Newcomers to the list are 1. FSV Mainz 05 and St. Pauli.

The fan tins are also available for export for the Turkish clubs Beşiktaş, Fenerbahçe and Galatasaray. The embossed fan tins are available at a RRP of €2.50. The two-tone fruit gums, exclusively made for the clubs in the shape of the popular club mascots and using the appropriate club colours, are now available for eleven clubs including FC Bayern München, BVB, Schalke 04, Eintracht Frankfurt, 1. FSV Mainz 05.

They are a FAN-tastic innovation to take along to every football match – as a gift, to share in the excitement and to cheer on your team. The 125g bags are available at a RRP of €1.59.



## "Kalfany Classic Travel Sweets" 2016 with new variety Caramel Cream

A delicious new variety is set to join the "Kalfany Classic Travel Sweets" range: Caramel Cream has a gorgeous creamy flavour married with a perfectly balanced sweetness. Caramel Cream will be joined by seasonal varieties. Panna Cotta and Tiramisu flavours will also be

available in the tin with the angel motif. Mulled Wine and Baked Apple flavours will expand the range for a short period at Christmas. The sweets are available in 125/150g travel sweet tins at a RRP of €1.25.



## New foreign markets in 2016

Kalfany will be strongly represented abroad, too, in 2016. The objective for this new year is the expansion of activities into 10 further countries, bringing the total to 70. "We will be kicking off with country-specific designs and licences," says managing director Fritz Haasen. Markets in the USA, Turkey, Asia and India are of great interest for new business across all areas of the Kalfany brand in 2016.

\* Source: Nielsen – DE Sales; MAT week 2615 vs. MAT week 2614; classic retail sector

### About Kalfany Süße Werbung GmbH & Co. KG

Kalfany Süße Werbung GmbH & Co. KG is today the largest producer of tinned sweets for Europe, Asia and the Near East. The company's international success is based on high quality standards and selected recipes as well as unmistakable tin design. The company is also known for being a particularly active and innovative producer which has developed a global reputation both for its products, e.g. sugar-free sweets (sweetened with stevia\* since 2012) and unique brands such as Pulmoll, and the technology that it employs.

### About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

### About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

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