PRESS RELEASE

Trolli: successful at home and abroad

- Impressive innovations & imaginative optimisations of existing concepts
- Independent brand appearance & strong promotion cooperation
- Concentration national production locations & expansion of international flexibility

Fürth, January 2016: The Fürth-based family-run company has had a major international effect on the fruit gum market through its high level of innovative force for decades. A new strength of the company lies in the systematic bundling of core competences.

The aim is to position the Trolli brand much more visibly in trade and with the consumer via Category Management approaches and specific addressing of target groups. Therefore the conspicuously different adverts in comic style are well-liked by old and young alike. For the amusingly cheeky entertainment value of all the advertising measures, the heroes of the best-selling articles provide the focus as the advertising icons. Whether on TV, classic adverts in the Internet or in social media networks, in print of at the POS, no-one can embody “the child-like light-heartedness in original fruit gum form” better with a cheerful wink than the Trolli characters themselves. This makes the brand independent and the advertisement authentic and believable. This year, we are consciously presenting a balanced and original range of offers at the ISM.
The ISM Highlights 2016

The Trolli Dino Rex is carrying all fruit gum lovers into a new taste era. Even if the dinosaurs still look just as they did one million years ago, the taste and the chewing sensation are completely new. Sour on the outside, and intensely fruity on the inside, with hints of strawberry and raspberry, tangy lemon and orange flavours and a fresh kick from lime and kumquats. Truly futuristic dinosaur fun!

With the Trolli Super Brain, it is now possible to snack on brain convolutions with a portion of dextrose. Simply bite into the unbelievably real-looking foam sugar brain, and already you will experience a trip to the sour fruit land. The tangy filling with fruit juice tastes wonderfully of strawberry, orange and mango. Typically original Trolli fun in appearance and taste!

Sour makes us happy. This is also true for the giraffes, mice, lions, butterflies, snakes and bears which have all bathed in a “sugar-sour mixture” in order to meet in the Trolli Number One Sour tin. Now they dance around in the packaging together with tangerines, grapes and apples and wait to become the favourite snack at larger gatherings or at the kiosk just like their sweet fruit gum counterparts, the classic bestseller Trolli Number One.

Spooky figures hide behind the midnight haunted castle facade of the Trolli Halloween Sweet & Sour. To be bewitched by the witches; to try delicious gravestones; to give away bones and skulls, to scare others with spiders and bats – what more could one want? And for the ultimate kick: the original Trolli TV with its super-sour, fruity filling, best shared with friends. You are allowed to choose – trick or treat?

A big online competition, in connection with a packaging promotion and in close collaboration with Sony Pictures will provide impressive media support for the cinema launch of Angry Birds. Likeable comic figure heroes in the perfect constellation. From May 2016, these fascinating heroes will delight all Trolli and Angry Birds fans.
And if you still want more, further interesting concepts such as the Trolli Freaky or Trolli Gum Pearls will be shown at the trade fair or in individual customer appointment. But we certainly won’t be disclosing all our secrets here!

Trolli is always good for a surprise – according to the slogan: Make your life more Trolli!

NEW: The flavour innovation of modern times – Trolli Dino Rex

Fürth, January 2016: With these innovation fireworks, Trolli once again highlights its market and innovation leadership in the sour fruit gum sector. Because in Trolli Dino Rex, the most popular dinosaur species come alive through a unique formula, newly developed flavour compositions and an unusual texture. To the delight of vegetarians, Trolli has completely dispensed with gelatine in the ingredients. For a novel chewing experience somewhere between soft and solid, the Trolli product developers have combined a special recipe with an elaborate drying process. Sour-sanded on the outside, Trolli Dino Rex unfolds on the palate with a zippy taste explosion. The unusually intense, fruity strawberry and raspberry notes, sunny lemon and orange flavour as well as the bubbly innovative mixture of lime and limquat make this new fruit gum creation a unique experience. In species-appropriate, green bags, these lovingly designed Trolli Dino Rex are today’s fruit gum sensation. Put more trolli in your life!

NEW
Trolli® Dino Rex
Fruit flavour jelly shape
200g
18 x 200g per carton
NEW: Be smart and get Trolli Super Brain

Fürth, January 2016: The fruit gummy lovers in Fürth have once again succeeded in achieving a special coup. Thanks to Trolli Super Brain, you can finally buy brain convolutions and that with an extra dose of grape sugar. Shaped like a real brain true-to-detail, the delicious and fruity zesty foam gummies are pleasantly mellow in texture. With its unique grape sugar formula, the taste of strawberry, orange and mango is even more intense. Your palate experiences another surprise when you bite into the Trolli Super Brain: the liquid, sour filling with fruit juice gives this sensory pleasure an additional kick. Trolli Super Brain supplies gummy fun with a wink - a "charming" hostess gift, perfect for Carnival and Halloween or for a motivated start to the new school year. Be smart and put more trolli in your life!

NEW
Trolli® Super Brain
Fruit flavour jelly shape
175g
18 x 175g per carton
NEW: The Sour Candy Number 1!

Fürth, January 2016: For many years, it has been the best seller among the 1000g tubs and isn't called Trolli Number One for nothing! In time for the ISM 2016, Trolli is now introducing the popular mix of colourful fruit gums and foam gummies in a sour version.

Trolli Number One Sour is the ideal addition to the successful sour range of the creative Fürth-based family business. The Trolli Sour Glow Worms are the absolute market leader in sour fruit gums and have delighted a constantly growing fan base since the 90s in Europe and worldwide. The popular and often copied Trolli Apple Rings confirm Trolli's sour expertise with their position as one of the top sellers.

Lovingly designed giraffes, mice, lions, butterflies, snakes, bears and detailed mandarins, grapes and apples cavort in the new Trolli Number One Sour. The sour-sanded mix of fruit gums, double-layer gummies and foam gummies is a tingling taste experience with its fruity taste of blueberry, lemon, strawberry, orange or apple.

If you like it sour and funny - you won't be able to pass up this treat. Put more trolli in your life!

NEW
Trolli Number One Sour
Fruit flavour jelly shape
1000g
6 x 1000g per carton
NEW: Sweet or sour in the creepy beautiful Halloween mix

Fürth, January 2016: Finally! The ultimate Halloween fruit gummy collection in Trolli Halloween Sweet & Sour is here. The mere sight of the decoratively designed 450g bag makes you want to shiver with pleasure and enjoyment. Individually packed in mini-bags, fruit gums and foam gummies hide behind the spooky haunted house facade in different shapes and flavours. Of course, original Trolli eyeballs are also included: The soft eyeballs will surprise you with a really sour, liquidy filling. The number 1 in sour fruit gums, the Trolli Sour Glow Worms are also in the Halloween mix just like bones, skulls, witches, spiders, bats, grave stones and pumpkins. You are perfectly prepared for October 31st with Trolli Halloween Sweet & Sour. For decorating and gifting, for Trick or Treat visitors, Halloween parties or as a creative ingredient for a deliciously creepy Halloween recipe.

Next to Christmas, Easter and Mother’s Day, Halloween has become established as an important commercial, seasonal campaign theme. Trolli supports event-driven secondary placements and theme islands with its eye-catching bag design.

NEW
Trolli Halloween
Sweet & Sour
Fruit flavour jelly shape
450g (approx. 28 mini bags)
6 x 450g per carton