

## McVitie's Launches Personalised Jaffa Cakes

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It's a glorious time for Jaffa Cake fans, as McVitie's launches its very own personalised packaging – giving everyone a chance to see their name on their favourite zesty treat.

After hundreds of requests throughout the years for this to happen, Jaffa Cake fans from across the UK will be able to see their name on this cult product for the first time ever – a recipe for success if ever there was one.

With over a half-a-million names, nicknames and greetings available for just £2.49 you can end up with a unique and personal box of orangey-goodness in just a few simple steps – and just in time for Father's Day...

Available exclusively online from the *McVitie's Sweet Shop*, the brand new online store at [www.mcvities.co.uk](http://www.mcvities.co.uk), the new personalised Jaffa boxes are the perfect gift for that special someone – or just for yourself.

### ENDS

### Did you know...?

2.9 million Jaffa Cakes are produced in the UK every day. Over a year that's 750 million Jaffa Cakes, which if placed end to end would stretch from London to Australia. And back again...

For further press information contact Sarah or Emma at 3 Monkeys Communications:

Tel: 020 7009 3100

Email: [mcvities@3-monkeys.co.uk](mailto:mcvities@3-monkeys.co.uk)

### About United Biscuits

United Biscuits (UB) is a leading international biscuit manufacturer whose baking heritage goes back generations, with many recipes passed down since the 1800s. UB bakes some of the best loved sweet and savoury biscuits and cakes that are household names in their respective markets; supported by a strong culture of innovation to continually develop snack brands. Among UB's popular brand names are McVitie's, Penguin, go ahead!, McVitie's Jaffa Cakes, Jacob's, Jacob's Cream Crackers, Twiglets, Mini Cheddars and Carr's in the UK, BN, Delacre, Verkade and Sultana in Continental Europe and Haansbro in Nigeria.

As the leading manufacturer and marketer of biscuits in the UK and second largest in the Netherlands, France, Belgium and Ireland, the company owns and operates 16 manufacturing facilities, of which seven are in the UK and has a strong footprint for growth, with products sold in over 130 countries.

UB is owned by Yildiz Holding – Owner of the master brands Ülker, McVitie's and Godiva, Yildiz is a global, snacking focused food company with over 320 brands in 49 different categories. With 72 factories in 14 countries, the company exports to 100+ countries and operates in a geography housing around 4 billion people. Yildiz is the world's 3rd largest biscuits' company and employs 46,000 people around the world. <https://english.yildizholding.com.tr/>

## Company Contact:

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E. [support\[ \]@pressat.co.uk](mailto:support[ ]@pressat.co.uk)

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