McVitie's Re-Launches Popular On The Go Cake Range With New 2 for £1 Price Marked Packs

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McVitie's has announced the re-launch of the popular on-the-go range with the addition of three '2 for £1' price marked packs as part of the brand's commitment to providing retailers and consumers with the perfect on-the-go snack at an affordable price.

Available in six variants including McVitie's Chocolate Hobnobs Slices, McVitie's Milk Chocolate Digestive Slices and McVitie's Digestive Caramel Millionaire Slices, the re-launch includes the introduction of a new smaller case size with a longer shelf life, replacing all previous 24 and 18 pack cases with a new 12 pack case size.

The range's packaging has also been re-vamped under the McVitie's Masterbrand with a permanent multi-buy available on its three top SKUs including McVitie's Chocolate Digestive Slices, McVitie's Digestive Caramel Slices and McVitie's Chocolate Hobnobs Flapjacks. Available in stores from 11th July, the new permanent multi-buy packs aim to support convenience retailers by allowing them to offer greater transparent value to consumers.

Claire Hooper, Senior Brand Manager of McVitie's Cake Company, commented: “We see this re-launch as an opportunity for us to continue growing in the cake on-the-go category, so that consumers can enjoy our products in conveniently packed sizes when out and about, as well as at home.”

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About pladis

pladis is a global biscuit and confectionery company with operations in 120 countries across Europe, the Middle East, Africa, Asia and the Americas. With annual revenues of US$5.2 billion, pladis has 36 factories in 13 countries and employs 26,000.The company is owned by Yildiz Holding, the largest food company in CEEMEA, and combines three centuries of baking and confectionery expertise by bringing together its iconic Godiva, McVitie's and Ulker brands.

With a commitment to “promise happiness to the world with every bite”, the company delights consumers with products in sweet and savory biscuits, wafer, cake, chocolate, gum and candy categories.

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