Mcvitie's Unveils Sweeet™ New Breakfast Advert

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The UK welcomes a new member to the SweeetTM family, as McVitie's Breakfast debuts its first advertisement with an oaty high flier.

With the help of the brand new jet-powered character, the 30 second advertisement from McVitie's Breakfast will premiere on 8th July and will run across high-profile programming for a five week period. The advertisement, created by Grey London, is kick-starting the media investment from McVitie's, the nation's favourite biscuit brand, to launch the next generation of breakfast biscuits.

The much loved McVitie's Sweeet™ family has expanded with the adorable addition of a flying squirrel – fully equipped with a jet pack. The fluffy flier has been cast to reflect the *oaty oomph*[i] received when eating the McVitie's Breakfast Oaty Breaks.

The advertisement opens with a tired-looking office worker on her morning commute – something many can relate to – when her partner opens a pack of McVitie's Breakfast Oaty Breaks. Suddenly, the cute flying squirrel appears out of the pack. Flying through the air to the tune of classic 80's TV show *Airwolf,* and powered by a jet pack, the flying squirrel lands safely in the hands of the tired worker, delivering the *oaty oomph* needed to get her morning going. The ad concludes with the end line; "The Oaty Oomph of McVitie's".

McVitie's Breakfast will launch the tasty range with a £3 million media spend including TV advertising by Grey London, social media plan with MEC, as well as a PR activity from 3 Monkeys Communications.

In addition, new packaging has been introduced to keep the brand fresh and modern; the colourful new packaging will help differentiate the McVitie's Breakfast range from the rest of the market. The range comprises of McVitie's Breakfast Oaty Breaks, McVitie's Breakfast Biscuits and McVitie's Fruit & Oat Bakes.

Head of Healthier at United Biscuits, Kerry Owens said: "The launch of McVitie's Breakfast advertising campaign marks another momentous occasion for us, with further expansion into the healthier breakfast biscuit market. With 55% of us eating breakfast on the fly[ii], it's no surprise that the healthier biscuits category is worth £467million, and breakfast biscuits have been driving the growth in this category.

"We recognise that modern lives are starved for time, but hungry for tasty on-the-go breakfasts, so we're delighted to introduce the latest additions to our McVitie's Sweeet family, and hope that it brings an oaty oomph to breakfast-loving folk across the UK."

The McVitie's Breakfast range is available now in many supermarkets.

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For further press information contact the team at 3 Monkeys Communications:

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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/

[i] Contains naturally occurring Thiamine. Thiamine contributes to normal energy yielding metabolism.

[ii] Nielsen 52 w/e to 12th July 2014.

Company Contact:

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