

## Spoilt for Choice! McVitie's Launches New Hobnobs Flapjacks Variety Bag

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McVitie's has announced the launch of a brand new multipack format for its popular McVitie's Hobnobs Flapjacks with the first McVitie's Hobnobs Flapjacks Variety Bag. Including the latest flavour in the range – McVitie's Raspberry Hobnobs Flapjacks – the new bag offers the perfect variety for larger families, as well as those who like to mix up their lunchboxes with a different flapjack flavour each day to tickle their taste buds and liven up their daily snack routine.

Combining a selection of three variants – Oaty, Chocolate and Raspberry – the new variety bag contains 10 individually wrapped flapjack bars at a RISP of £2.00. The launch forms part of the brand's ongoing commitment to innovation within “out of home sharing” for Cake – a sector currently largely untapped. Ideal for snacks on-the-go, lunch boxes or picnics and sharing, the new range will be rolling out from this week with eye-catching packaging, heroing the McVitie's brand identity and designed to ensure the pack stands out on shelf.

**Ailsa Duguid, Brand Manager, McVitie's Cake Company, commented:** “We're excited to give our customers the opportunity to purchase their favourite flapjacks in a variety bag format, allowing them to pick a new best-loved flavour every day whilst also targeting sharing consumption.

With an expected annual RSV of £1million, and building upon the existing popularity of our McVitie's Hobnobs Flapjack range with shoppers, we are confident that this further expansion into the cake aisle will catch their eye.”

### Summary of McVitie's Hobnobs Flapjacks availability:

McVitie's Hobnobs Flapjacks Variety Bag, 10 pack

RISP: £2.00

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## Company Contact:

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