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

Wednesday 5 October, 2016

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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