# Sweet Delights From McVitie's Cake Company This Christmas

**Friday 2 October, 2015**

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Bringing the popular McVitie's Chocolate Digestives brand to the cake aisle this festive season, new McVitie's Chocolate Digestives Christmas slices offer a taste of Christmas in individually wrapped portions. Available in two festive flavours, Orange and Mint, the new slices offer the perfect indulgent addition to any seasonal gathering with family or friends. Building on the increasing popularity of McVitie's Chocolate Digestives in cake – currently growing 32% year-on-year[1] – and with its popular varieties, the new range is designed to help retailers make the most of Christmas cake sales.

**McVitie's Chocolate & Orange Digestives Slices**

Offering the classic Christmas flavour combination of chocolate and orange, these infused Digestive slices come topped with a thick layer of smooth milk chocolate (six slices per pack, RISP £1)

**McVitie's Chocolate & Mint Digestives Slices**

Catering to the popularity of mint during Christmas – which grows by 57% across the festive period[2] – these new frosty mint Digestives slices (six slices per pack, RISP £1) with their wintery theme are also topped with silky milk chocolate, bringing a modern twist to McVitie's baking heritage

**NEW! McVitie's Orange & Cranberry Jaffa Cake Bars**

McVitie's Jaffa Cake bars have been given a seasonal makeover, and this Christmas combine the zesty mischief of Jaffa with a hint of Christmas cranberry. Wrapped in brand new festive packaging, these sponge cake bars come with a layer of zingy orange and cranberry jam, topped with tempting dark chocolate.

**Galaxy Mistletoe Kisses**

The No.1 Christmas Cake Bar - Galaxy Mistletoe Kisses (RISP £1) – return again this Christmas and are the perfect indulgent chocolatey treat for giving or sharing. Encased in Galaxy milk chocolate, a moist chocolate sponge is topped with a layer of smooth chocolate cream and then a layer of caramel, making it the ideal cake bar to meet consumer demand for a luxury treat this Christmas.

**Penguin Yule Logs**

The ever popular McVitie's Penguin Yule Logs (RISP £1) return with a brand new fun and festive look. Containing six individually wrapped mini rolls with soft chocolate sponge, vanilla flavour cream filling and covered in milk chocolate, these are a great value Christmas delight that can be shared with all the family.

**ENDS**

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

Tel: 020 7009 3100

Email: ubtrade@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/*

[1] Nielsen MAT to July 2015

[2] Kantar World Panel Ambient Cakes MAT to 4th Jan 2015

## Company Contact:

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