United Biscuits Launches NPD for Its Mcvitie's Cake Range

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United Biscuits (UB), the leading international manufacturer of biscuits, snacks and cakes, has today announced the re-launch of two long-established consumer favourites – McVitie's Jamaica Ginger and Lyle's Golden Syrup® Sticky Pudding Cakes – along with the launch of two NEW additions to the range. The brand new McVitie's Golden Sticky Lemon Pudding Cake and McVitie's Sticky Marmalade Pudding Cake aim to provide an affordable, quick and easy after dinner solution that the whole family can enjoy.

The number one branded wholecake, McVitie's Jamaica Ginger, and Lyle's Golden Syrup® Sticky Pudding Cakes retain their great tasting recipes with a revamped packaging and design. The improved, modernised packaging, with increased presence for McVitie's branding, and the addition of a brand new re-close label, make the uniquely sticky pudding cakes a tempting snackable treat to wrap up and save for later.

McVitie's Sticky Pudding Cakes now form part of the wider McVitie's Masterbrand, launched in 2014 to bring all sweet products under the single banner of McVitie's. The updated packaging was introduced in response to consumer feedback for these brands, much-loved and bought in the UK for over 50 years. They will be sold in the ambient cake fixture, however their dual usage as a cake or a pudding set them apart from other wholecakes.

Currently available across grocery and convenience outlets, the four variants of McVitie's Sticky Pudding Cakes are one of the flagship NPDs for UB in 2015, offering consumers a range of products full of nostalgia and home comforts.

Abby Smith, Brand Manager at McVitie's Cake Company, commented: "McVitie's Sticky Pudding Cakes form a strong part of the McVitie's Masterbrand, delivering exceptional taste and convenience to our customers, and the relaunch of the range is designed to meet consumer needs for easy to use, consistent and appealing packaging. Insights have shown there is a huge feeling of warmth towards these products due to the cakes evoking a powerful feeling of nostalgia, helping to further cement UB's position as the consumer go-to for sharable baked treats.

"Our busy lifestyles mean we're often looking for quick, easy and tasty snackable solutions. These products fit the bill perfectly, providing the perfect end to a meal, particularly delicious with custard or ice cream."

Summary of McVitie's Sticky Pudding Cakes availability

McVitie's Jamaica Ginger Sticky Pudding Cake

MRRP: £1.55

Lyle's Golden Syrup Sticky Pudding Cake®

MRRP: £1.55

McVitie's Golden Sticky Lemon Pudding Cake

MRRP: £1.55

McVitie's Sticky Marmalade Pudding Cake

MRRP: £1.55

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/

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