

United Biscuits Launches UK's #1 Biscuit in New Nibbly Nibble

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United Biscuits (UB), a leading international manufacturer of biscuits, snacks and cakes, has today announced its biggest NPD for 2016 with the launch of new McVitie's Digestives Nibbles. The first innovation of its kind for the UK biscuit category, the product is a major innovation for UB, offering the well-loved taste of the number one McVitie's Digestive biscuit range in a chocolatey bitesize format.

Available in a re-sealable pouch in four variants – Milk Chocolate, Dark Chocolate, Double Chocolate and Caramel – McVitie's Digestives Nibbles are a modern way to enjoy the great taste and texture of McVitie's Digestives, with an added chocolatey treat. Perfect for sharing at home in the evening with friends and family, the range will be available in a 120g pouch (£1.89 RISP), with a PMP variant due to launch later this year.

Rolling out from the end of February across grocery, convenience and forecourts, as well as foodservice, the new range will be supported by more than £4m in media investment, including TV advertising, digital and social media. Significant investment has also been made across shopper channels through impactful POS displays and eye-catching shippers in grocery, as well as clip strips and gondola end toppers in convenience.

The launch of McVitie's Digestives Nibbles follows an extremely successful period for UB following the relaunch of its McVitie's masterbrand in 2014 and represents the latest step by UB to unlock new consumption occasions for the biscuit category as part of the business' new category strategy which aims to help retailers double category growth by 2020. The launch is expected to achieve over £17m RSV in the first 12 months.

Sarah Heynen, Marketing Director of Sweet Biscuits at United Biscuits, commented: "The launch of McVitie's Digestives Nibbles is a significant moment for UB and the category, set to break new ground in sweet biscuits. This is an exciting proposition for the market, targeting a new evening sharing treat occasion for Biscuits.

"In testing, consumers responded incredibly positively to the range, particularly the balanced combination of chocolate and biscuit, and the new 'nibbly nibble' pieces. Alongside an equally positive response from customers, we are confident that this is a long awaited true innovation for the category."

Summary of McVitie's Digestives Nibbles availability

McVitie's Digestives Nibbles, Milk Chocolate, 120g

RISP: £1.89

McVitie's Digestives Nibbles, Caramel, 120g

RISP: £1.89

McVitie's Digestives Nibbles, Dark Chocolate, 120g

RISP: £1.89

McVitie's Digestives Nibbles, Double Chocolate, 120g

RISP: £1.89

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