

Press Release

January, 2016

Small, wafer-thin & innovative - Bahlsen presents innovations at the ISM

- PiCK UP! minis conquer the national and international markets
- Strong innovations by the Bahlsen brand ensure an innovative year in 2016

This year, Bahlsen is once again presenting itself at the “Internationalen Süßwaren Messe” (International Confectionery Trade Fair) in Cologne with its own booth (Hall 3.2, Booth C019). From 31st January to 3rd February, the German market leader for sweet biscuits will be surprising international trade fair visitors with innovations in the brands Bahlsen, PiCK UP! and Leibniz.

One of the main innovations this year will be the market launch of PiCK UP! minis. With the same recipe, but a different size, PiCK UP! thus presents itself in a practical snacking format. In this way, the brand will address further target groups and is making an innovative appearance in the international snack bar market. The size reduction of the PiCK UP! is purposely played on by Bahlsen at the trade fair booth through the integration of the Ames Room. Here an optical illusion makes objects on one corner of the room look larger than in the other. Also featured is the PiCK UP! Walking Act, which provides one or the other optical surprise in the Ames Room.

Wafer-thin and yet so crispy

The Bahlsen brand is presenting itself at the most important trade fair for sweets and snacks worldwide with its own show kitchen - inspired by the “Sweets on Streets Tour”, which last year brought the modern baking trends from New York into the German cities. Here sweet baked creations with trendy toppings for instant tasting sessions were created before the eyes of an audience. This year, Bahlsen will be sweetening Germany’s cities with the “Sweets on Streets Tour” again, allowing people to experience the brand. One absolute innovation for the European market are the Bahlsen Cookie Chips - wafer-thin, as crispy as crisps and yet as delicious as cookies. With this innovative type of cookie, Bahlsen is extending its snack range, setting completely new accentuations in the sweet biscuit segment. Further new products are the Comtess cake of the year “Choco Cheesecake”, the “Mini Cookies Peanutbutter” and a heart-shaped, whole-grain version of the popular Bahlsen ABC Russisch Brot (‘Russian Bread’). In addition, visitors will be delighted by the new seasonal articles by the Bahlsen brand, “Lebkuchen Sticks”, “White Stars”, and the Christmas tin 2016 decorated with fairytale scenes.

The International World of Bahlsen

Bahlsen is presenting itself in diverse ways in the international sector. The company will be extending its Leibniz Zoo range with its new product “Bears & Bees”. In addition to the big innovation PiCK UP! minis, the PiCK UP! bar will be produced in a flowpack for export for the first time. Bahlsen will be permit-

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Bahlsen

ting visitors to the ISM to submerge themselves in its international world and explore important export markets via an interactive flatscreen.