

PRESS RELEASE

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IMMEDIATE RELEASE

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LOACKER TO UNVEIL MASSIVE PEANUT BUTTER ROLLOUT AT SWEETS & SNACKS EXPO

The Global Confections Leader Will Launch Peanut Butter Across its Entire Quadratini, Classic Wafers, Tortina and Gardena Skus Nationwide

(NEW YORK, NY) May 23, 2022 – Global confections leader Loacker has announced that they will debut a substantial Peanut Butter rollout across its Quadratini, Classic Wafers, Tortina and Gardena skus at the upcoming Sweets & Snacks Expo, held May 23rd – 26th. Loacker will be located at Booth #11762, with sampling being held onsite.

Authentic goodness pairs with peanut butter in Loacker’s latest delicious variety. The Peanut Butter product line is made with 17% real peanut butter in every serving for an irresistible taste like no other! Each delectable confection is low in sugar but high in flavor, making it a truly better-for-you treat. Loacker is excited to announce that the Peanut Butter range has also been granted Non-GMO Project verification status, alongside its core Loacker Quadratini and core Loacker Classic flavors.

Quadratini Peanut Butter is a delicious bite size snack in a sharing pack that boasts five light, crispy wafers, enriched with a pinch of cocoa and four scrumptious layers of pure peanut butter cream filling. Available in 125g (MSRP \$2.79-3.79) and 250g (MSRP \$4.49-5.49).

The Classic Wafers Line, which is a perfect, individually wrapped on-the-go snack, welcomes Peanut Butter to its dynamically delicious family of products. Classic Peanut Butter is an irresistible combination of three crispy wafers, enhanced with a dash of cocoa and two layers of velvety pure peanut cream filling. Available in 45g (MSRP \$1.29-1.49) and 175g (MSRP \$2.79-3.29).

Tortina Peanut Butter is an individually wrapped premium snack that's perfect for the "me-moment". It's a decadent delight, covered in milk chocolate and filled with delicious pure peanut butter cream. Available in 125g (MSRP \$4.99-5.99).

Last but certainly not least is Gardena Peanut Butter. Loacker's signature wafers are filled with a delicious peanut butter filling and covered by irresistible milk chocolate. Available in 38g (MSRP \$1.19-1.39) and 200g (MSRP \$3.99-5.49).

All Loacker products are made with ingredients of certified origin. The brand's Alpine milk is completely non-GMO and is processed at their Dolomites Milk production plant. Hazelnuts, a cornerstone of Loacker's specialties, are 100% Italian and roasted directly in-house. The company also sources cocoa and vanilla from carefully selected sustainable farm partners.

"We are thrilled to debut our extensive Peanut Butter rollout," says Jenny Fernandez CMO/VP of Marketing Loacker USA. "Loacker continues to provide consumers with the flavors they crave, while maintaining its commitment to using only the best possible ingredients."

The Peanut Butter flavor collection will be available at specialty retailers, grocery stores, and online on Amazon and Loackerusa.com.

##MORE##

For additional information regarding Loacker USA, visit the official website at www.loackerusa.com. To schedule a sampling appointment and/or brief interview with Jenny Fernandez, VP of Marketing Loacker USA, please contact Ashli Urquhart at ashli@auprnyc.com.

ABOUT LOACKER

The name Loacker has become an internationally sought-after brand, on store shelves in more than 100 countries. Combining a love of nature with a passion for the art of baking, Loacker selects the best untreated and unmodified raw ingredients with precision and an uncompromising eye. Ingredients consist of the 100% Italian hazelnuts that are freshly roasted by Loacker, real “Bourbon” vanilla pods, luxurious aromatic cocoa, the finest Alpine milk from the Alps and fresh mountain water. This results in delicious crispy wafers and chocolates created with love and family tradition.

It was over 90 years ago that the Loacker brand started in the little confectionery shop of Alfons Loacker in Bolzano, Italy. In manufacturing their products in the heart of the Italian Alps, 1000 meters above sea level, Loacker focuses precisely on the most important element: pure quality products.

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