

Mia & Ben: even more super-food for kids! Rain-forest animal shapes for kids



Langenhagen, January 12th, 2022.

Additional **Super Snacks** from Mia & Ben: frozen veggie nuggets for kids in shapes based on animals found in the Sumatra rain-forest. The nuggets are 100% plant-based, include 3 types of vegetable in every bite and are suitable for both vegetarians and vegans. Both products carry the Nutri-Score A and every purchase does a bit of good. Because each

purchase supports with Project Wings rangers who protect wild animals in the Sumatra rain-forest. You can find the animals which are particularly worth protecting in and on the nuggets packs: the Sumatra elephant, the Sumatra tiger and the Thomas's langur monkey. The tasty range of yoghurt alternatives for kids also will have an addition: the new flavour in the chilled counter is Mango.

An integrated marketing campaign includes PR, social media with Sarah Engels, influencers, sampling, OOH with an overall reach of 227m consumers which will give the necessary consumer-pull due to increased brand awareness and willingness to purchase.

The yoghurt alternatives in the flavours Mango, Apple & Pear as well as Strawberry & Banana are each available nationally in 2 x 85g packs (6 packs per outer, RSP € 1.69). The frozen nuggets Peas, Sweet Potato and Spinach, Carrots and Sweet Potato come all with 8 nuggets per 200g pack, 6 packs per outer, RSP € 2.99.

For further information, see www.Uplegger.de/en.

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The **Uplegger Food Company · Innovation. Since 1884.** · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years, the retail landscape changed - sometimes continuously – sometimes disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the **Uplegger Food Company** represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at www.uplegger.de/en.