



Press Release

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LEAF enters chocolate segment with Malaco Choco

LEAF launches Malaco Choco, a new concept within the chocolate segment. Malaco Choco will be sold in Finland (under the brand name TV Mix Choco), Sweden, Norway and Denmark.

Today, LEAF is only present in the chocolate segment in Finland with Tupla and in Italy with seasonal products. With the new Malaco Choco concept, LEAF takes a strong step into the chocolate territory.

"I am very excited about this new concept. Malaco has been a long-time favourite in the Nordic countries. We are now able to offer our consumers an enhanced taste experience by adding chocolate," says Ewald Frenay, CMO at LEAF.

By launching this new concept, LEAF provides a wider variety to other chocolate bags already present on the market.

Malaco Choco will be sold in three variants, Crunchy, Favourite and Candy. This will offer the consumers a mix of candy and chocolate.

LEAF is a leading confectionary company with focus on candy, gum and pastilles. LEAF has a leading position in the Nordic countries, the Netherlands, Belgium and Italy. In total, LEAF products are sold in more than 50 countries worldwide. LEAF owns some of the strongest brands on the market, e.g. Läkerol, Jenkki, Malaco, Sportlife, Saila, Red Band, Venco, Sperlari, Mynton and Ahlgrens Bilar, all of them with local heritage. In 2010, LEAF had sales of approximately €525m and 2,400 employees in 12 countries. The company has 11 factories in 7 countries. LEAF is owned by CVC Capital, Nordic Capital and Management. For more information, visit www.leaf.eu