



Press Release

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LEAF launches Saila chewing gum in Italy

LEAF enters the Italian chewing gum market, by the launch of Saila Vibes. Saila Vibes will be available in stores in April, 2011.

Up until now, LEAF has not been present in the chewing gum segment in Italy. The category is large and stable, having a value of about EUR600m.

The new chewing gum is launched under the Saila brand, one of the best known and leading brands within refreshment in Italy. The Saila brand was launched in 1937 as a pocket candy/pastille. Saila is widely recognized as a “uniquely essential refreshment”.

Saila Vibes comes in a unique squeeze pack which can be opened with one hand. Saila Vibes is a large sized gum creating an active and long lasting flavour sensation.

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