



## Press Release

Stockholm May 6, 2011

### **Tupla enters biscuit shelf**

**Tupla, the leading chocolate bar brand in Finland, conquers the biscuit shelf with the new Tupla Shuffle bites.**

In 2010, Tupla Shuffle bar was launched. It is a delicious combination of the familiar Tupla chocolate, almonds and crunchy waffle. Now LEAF conquer the biscuit shelf with the new chocolate covered waffle biscuit, Tupla Shuffle bites.

“Tupla is the most popular brand in chocolate bars; two out of three chocolate bar users eat Tupla. Consumers want Tupla also as a biscuit and now we can meet their demand. Tupla Shuffle Bites offers an exciting Tupla-like experience”, says LEAF Finland’s Product Group Manager Maija Paakkanen.

“The biscuit category is a new category for LEAF and offers great opportunity to grow and get more visibility for Tupla in stores”, says Maija Paakkanen.

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](http://www.leaf.eu)