

PRESS RELEASE



BY APPOINTMENT TO THE ROYAL DANISH COURT

Anthon Berg

Since 1884

YOU CAN NEVER BE TOO GENEROUS



## TAPPING INTO THE WORLDWIDE TREND OF SINGLE MALT WHISKY - NEW PREMIUM MARZIPAN BAR FROM ANTHON BERG

### QUOTES:

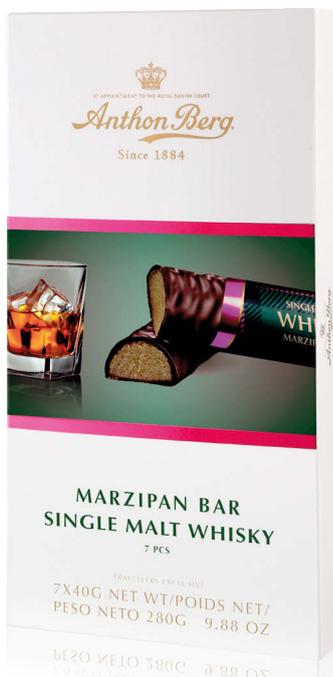
*"Whisky is the single-most sold spirit world wide. And within the whisky trend, the Single Malt Whisky demand is rapidly growing. With the Marzipan Bar Single Malt Whisky we combine two favorites from the far North – the Nordic marzipan and the Scottish icon Single Malt Whisky. This delight fits right into the existing line of Marzipan Bars and stands out with clear communication in Highland Tartan foil."*

*André Haunsø Kampmann  
- Senior Brand Manager,  
Anthon Berg International*

**'Nordic' has established itself at the very top of the gourmet vocabulary all over the globe. Diving into 'Nordic', an inevitable delicacy in the confectionery category is marzipan. Anthon Berg is an international market leader when it comes to premium marzipan, and this year we have dressed a new marzipan product in Scottish Tartan. Please welcome the Marzipan Bar - Single Malt Whisky.**

### It all began...

...back in 1884, when Mr. Anthon Berg opened his first chocolate shop in downtown Copenhagen, Denmark. His good reputation soon spread throughout the finer households of the city. And before long, there would be a line in front of the small shop every morning. Anthon Berg did not like to leave his customers waiting without a complimentary piece of confectionery. He then developed a small chocolate-covered marzipan bar to hand out to the customers waiting in line. This was the beginning of the all-time favorite Anthon Berg Marzipan Bar which was on shelf as a single-wrapped bar in 1898. This is an iconic product which to this day enjoys enormous success – especially in the Nordic markets.



### FOR FURTHER INFORMATION PLEASE CONTACT:

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- NEW PREMIUM MARZIPAN BAR FROM ANTHON BERG

**QUOTES:**

*“Our Marzipan Bar product line is a bestseller in our Nordic home region, and as the Nordic food trend has spread to a worldwide phenomenon we see the popularity of our marzipan products growing outside the Nordic markets. We expect the Marzipan Bar – Single Malt Whisky to do the job and knock on the doors of other regions, where the product is not yet listed”*

*Peter Dige*

*- Travel Retail Director*

*All of the above can be attributed to Travel Retail Director - Peter Dige*

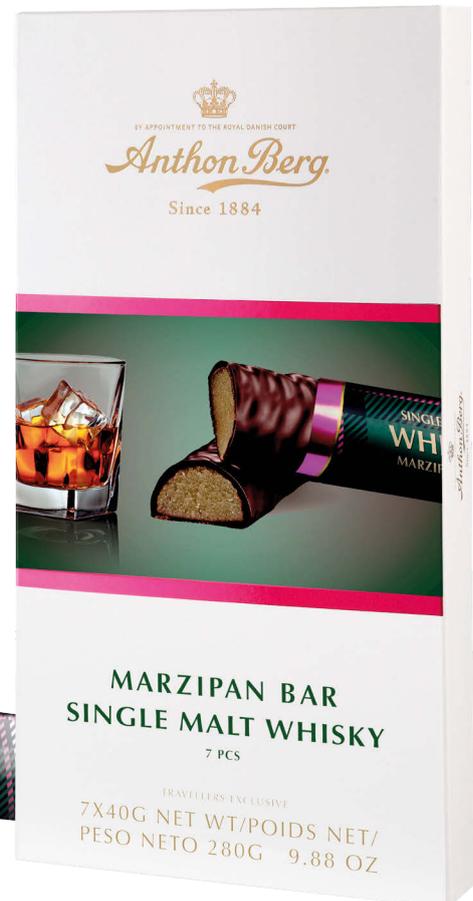
Launch Date: March 15th, 2019

Net Wt: 280g / 9.88 OZ (7x40g)

Content: 7 pcs. individually wrapped

**Tapping Into the Worldwide Trend of Single Malt Whisky**

In Travel Retail, consumers can already enjoy the sought-after products in the line of Anthon Berg Marzipan Bars - premium marzipan coated in thick smooth dark chocolate. The line currently consists of the Marzipan Bar – Original, the Marzipan Bar – Nougat and the Marzipan Bar - Cognac. Now, we are introducing the Marzipan Bar - Single Malt Whisky to the market. The Marzipan Bars are individually wrapped in colorful metallic foils and packaged in premium and slender stand-up sleeves, each containing seven bars. The brightly colored bands on the sleeves display the product with food appeal. They stand out on shelf and communicate the content clearly. It is a product line perfect for gifting, sharing and/or self-indulgence.



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