

Press Release

## Snack the difference

February 2017: TSC presents high-growth product categories at Gulfood Dubai

TSC is exhibiting its attractive product range at Gulfood Dubai (hall 2, stand C1-46): chilled Milk Snacks in beloved flavours and ambient cake bars and rolls. The TSC product portfolio is available as individual private label or under TSC well-known brands. The private label pioneer presents the first halal certified Milk Snacks that meet cultural demands of a continuously growing market.



### Focus on fast growing product category: TSC Milk Snacks – tasty and fresh!

For more than 10 years TSC offers Milk Snacks as private label or own brand (MILINO, DANCING COW, and BAKERY D'ORO). The chilled snacks convince through high content of fresh whole milk, beloved flavours and highest quality. CEO Dietmar F. Malli is proud of this history of success: *"After more than 10 years, we are now listed with our milk snacks among the leading international retail chains in more than 40 countries. Our concept perfectly meets the consumer's expectations: the best quality at a fair price. Furthermore, we provide our business partners with well-founded know-how for product development, marketing, sales and the respective markets."*

### Best recipe and many packaging options

Two light biscuit layers with a tasty cream filling – completed with cocoa or chocolate coating, with or without decoration – make the milk snacks an everybody's favourite. The cream filling contains a high amount of fresh milk and the snacks are produced without artificial colourings, preservatives or hydrogenated fats. The flavours range from honey, coconut and cocoa to vanilla, strawberry and chocolate. The tasty varieties are loved among the whole family while smart packaging sizes are tailored to the consumer's needs. Therefore, the refrigerated bars are available as individual bars for quick enjoyment on the go but also in 4 or 5 packs to enjoy at home. For families convenient, resealable cartons containing 8 or 10 delicious milk snacks are available.

### Innovative and inspiring: The first halal milk snacks worldwide!

TSC is the innovation driver in chilled milk snacks. With the new halal certified milk snacks, TSC extends its product range to meet cultural demands of a continuously growing market. Compared to other product certifications, the halal certificate is of tremendous importance as this is the main nutritional guideline for all Muslims. The signature flavours honey and cocoa are now available with halal certification (further recipes will follow).



### TSC – your global partner for profitable Private Labels

The TSC Food Products GmbH, with its headquarters in Wels (Austria) is specialized in development, production and sales of **chilled milk snacks** and **cake snacks**. The innovation leader cooperates with leading food retailers and FMCGs. **Private labels** (me-too brands), **individual product development projects** and **TSC brands** are the key focus of TSC. All products undergo regular strict quality inspections and are prepared in IFS-certified production facilities. The product idea, product development and the recipe are perfectly tailored to the customer and are 100% produced by TSC. For further information please visit [www.tsc.at](http://www.tsc.at).



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