

Press Release

TSC – The Chilled Snack Company introduces new snack delight for the refrigerated shelf!

WELS / Austria, May 2019 // TSC - The Chilled Snack Company presents two exceptional novelties for the Private Label segment at this year's PLMA in Amsterdam (21-22 May): one completely new flavour and a new Milk Snack format that is a fresh inspiration for the refrigerated shelf!

Brand new snack delight for the refrigerated shelf!

TSC presents the delicious **MILINO Maxi Queen**: the crunchy nut-chocolate snack with fresh milk cream and caramel core is the ideal snack for food lovers. A heart of liquid caramel, covered in fresh milk cream with vanilla flavour and a coat of crispy chocolate with the best hazelnuts: the new royal league of snacking – not only for queens. This Milk Snack comes individually wrapped as a sweet break-time treat and is also available in a practical multi-pack.

New Milk Snack format for the chilled snack segment.

An additional novelty for the refrigerated section are the **MILINO Minis**. These bite-sized treats are ideal to share with friends and family at all times! The combination of top quality, perfect value for money and eye-catching design makes MILINO the best alternative to leading brands.

Milk Snack Minis offer maximum taste with a crisp cocoa coating, two layers of dark sponge and an airy and light milk cream filling – naturally, best enjoyed directly from the refrigerated shelf.

TSC sweetens your sales turnover

For almost 15 years, TSC offers Milk Snacks as private label or TSC brand (MILINO, DANCING COW and BAKERY D'ORO). The portfolio also includes the Milka Choco Snack and Cadbury Choco Snack, which TSC produces and markets as a licensee of Mondelez. The chilled snacks convince through high content of fresh whole milk, tasty flavours and best quality.

TSC, the no. 1 for dairy snacks

As a global, growth orientated company, TSC specializes in the development, production and marketing of chilled snacks. TSC collaborates with leading retail and distribution companies worldwide as well as with the FMCG and dairy industries. Numerous certificates verify that the production of our high-quality snacks follows the strictest quality criteria. From the initial idea and the recipe all the way to production – all snacks are optimally tailored to the customer's needs.

www.milksnack.com

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