

Oreo Fresh Milk-Snack Launch!

New in the chiller cabinet: The cookie-crunchy, creamy-fresh innovation!

Wels/Austria: TSC kicks-off the new year with another top innovation and an expansion of its license business in the chiller cabinet!

2020 is starting very exciting for TSC, the No. 1 in the chilled milk snack segment! After having entered the license business with Mondelez and having launched the Milka Choco Snack in 2018, another very innovative product follows!

With the launch of its long-awaited Oreo Fresh Milk-Snack, a milk snack under license of the world's most successful cookie brand conquers the chiller cabinet. After extremely positive feedback at its world premiere at Anuga 2019 in Cologne it will finally be available in stores starting from the mid of February.

The unique composition of the Oreo Fresh Milk-Snack delights with real Oreo cookie chunks in its crispy cocoa coating. It is surrounding the unique, fresh milk-cream with the signature Oreo vanilla aroma on base of a light and fluffy cocoa sponge cake – combined to create a fresh and tasty milk snack! In short, a unique fusion of cookie-crunchy and creamy-fresh.

A prior to the launch conducted consumer test is strengthening the anticipation of the Oreo Fresh Milk-Snack: Especially the taste was very convincing because 90% of the interviewees liked the taste very much, and even more – 95% - said, it is very much tasting like an Oreo cookie. Finally, 90% of the interviewees indicated that they would definitely buy the Oreo Fresh Milk-Snack. Those sensational results are proof of the innovation's potential.

Besides the great news in the portfolio, TSC is adapting its company structure in a broader fashion. On the one hand, the shortly founded subsidiary TSC North America Inc. is taking care of intensifying the US business. On the other hand, the former Russian branch has also been changed to subsidiary status, in order to ideally work the strongly growing Russian milk snack market.



Press information

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About TSC

TSC, The Chilled Snack Company, is an international growth-oriented company specializing in the development, production and marketing of chilled snacks. The snacks are produced according to the strictest quality standards. Numerous certificates bear witness to that. TSC works closely with the world's leading retailers and distributors as well as the FMCG and dairy industries.

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