

## **Baileys Snack Delight – the first chilled milk snack for adults!**

**Wels/Austria: TSC is adding another very popular license brand to its portfolio as the company launches the first chilled milk snack specifically for adults under the brand Baileys.**

TSC, the Chilled Snack Company, starts with an innovation in the milk snack segment into the cold season, the Baileys Snack Delight!

This extraordinary, chilled milk snack attracts consumers with a fresh, creamy Cappuccino filling and the taste of Baileys, sandwiched between two dark cocoa sponge cakes with a cocoa décor.

Baileys Snack Delight is especially targeted at adults, looking for a little indulgence moment in between. Thus, the – among the target group - very popular taste profile Cappuccino and the worldwide most popular Whisky-liqueur Baileys have been chosen as flavoring ingredients. So far, milk snacks for adults are very rare.

Additionally, its exclusive composition is supported by a premium packaging. The elegant combination of black and gold is differentiating the Baileys Snack Delight completely from existing products in this segment and is, moreover, very appealing for the target group.

The cooperation with Diageo, the licensor of Baileys Irish Cream, is expanding TSC's portfolio of well-known partners like Mondelez and Universal by another global brand.

The Baileys Snack Delight will be available at the retail stores as handy single snack or as 4-pack to share starting November.

## 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.

## About Baileys

In 1974 Baileys Irish Cream, the first ever Cream-Liqueur, has been launched and became since then the world's most famous spirit. It is available in 180 countries all over the world and is exclusively produced in Ireland. Baileys stands globally for pleasure and indulgence.

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