

Press release

28.09.2022

Baileys Dessert as winner in the REGAL HIT Innovation Study 2022

Baileys Dessert wins first place in the REGAL HIT Innovation Study 2022 in the category Limited Edition / Seasonal Product

At the beginning of the year, TSC - The Chilled Snack Company expanded its portfolio with Baileys Dessert and has now been voted first place in the Regal Hit Innovation Study by consumers. The dessert convinced in the points of uniqueness and purchase appeal.

More than 400 new products were submitted by the industry and were surveyed in the period July 2022 by 2,000 consumers, representative of the Austrian population by an online panel. REGAL commissioned the Market research institute Market.

The Baileys dessert delights with two deliciously light and airy layers - of a Baileys- and a cappuccinomousse on a Baileys-soaked soft sponge cake and covered with a rich chocolate ganache.



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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