

Niknaks launches new flavour

Celebrating over 40 years of being apart of consumers' snacking lives, Niknaks is introducing a new Spicy Beef flavour to complement their current range consisting of Original Cheese and Fruit Chutney.



The new flavour launch will be supported by PR, novel sampling via a specially designed Niknaks vending machine, in-store competitions and point-of-sale material.

Produced by Simba, Niknaks has gone through various revamps in terms of the look and feel of its packaging over the years by eliciting consumer input into the types of images that would inspire them to define the current modern look. And so it is, the familiar Niknaks icon 'Nik the Nak' has also been given a face lift. The iconic Nik the Nak was first introduced as a middle-aged comic-like character but has since evolved into a funkier more youthful male, symbolising elements of youth culture.

According to Niknaks marketing director Carla De Quintal, "Niknaks has always had a very loyal fan base and the brand has consistently stayed true to the needs of this market. The launch of Spicy Beef meets the market demand for a spicier, meaty tasting option in the Niknaks range. As a true South African brand Niknaks continues to spread the message that for a 'taste of home' in the form of a Niknaks fix you just need to be wherever the fun is."

Niknaks Spicy Beef will be available from October 2013 at all major retailers and forecourts in a 55g or a larger 150g pack at current Niknaks pricing.

For more information, visit www.simba.co.za.

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