

Sweeter deal with new Café Sticks 200s

Canderel, the low kilojoule sweetener brand, has launched their latest product, 'Café Sticks'. The product, which has been on the shelves at all major retailers from since 1 November, is available in a premium tube which contains 200 sweetener sticks.

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The product was launched to satisfy consumer demand for higher in-home consumption which offered additional value. Low kilojoule sweetener sticks are ostensibly the fastest growing segment in the sweeter category, with Canderel selling over 185 million sticks in South Africa in 2007.

“The new product is great for customers because the 200 package size offers up to a 20% saving per stick. The premium tube also looks great so you can place it on your coffee tray with confidence. Canderel sticks are perfect for hot beverages, especially when it comes to complementing premium coffee,” says Jason Frichol, Group Brand Strategist (Fore Good Investments) & Head of Marketing (MeriBrands).

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