



## **Perfetti Van Melle India enters Snacks business with STOP NOT!**

- Achieves the rare distinction of becoming first subsidiary in the Group to diversify in non-confectionery segment
  - The only filled savory snack product in the market
- Launches 'STOP NOT' range of snacks in Punjab & Andhra Pradesh
  - Range has both Non-fried and fried snacks in multiple flavours

**New Delhi, 19<sup>th</sup> April, 2011:** Perfetti Van Melle India, market leaders in the Indian confectionery industry with brands like Alpenliebe, Center Fresh, Mentos and Happydent, today announced their entry into the **Salty Snacks** business with the launch of 'STOP NOT' range of snacks.

The Indian subsidiary of the international confectionery major, Perfetti Van Melle S.p.A, a multinational having a wide product range of gums, candies, chewies and lollipops, is the first country in the Perfetti Van Melle group to take this major step to diversify its product portfolio to include ready to eat, packaged salty snacks.

Known for its innovation in marketing campaigns, distribution & product development, PVMI enters snacks segment with an innovative filled and non-fried product for the first time in India. Stop Not is a completely indigenously developed extruded snack and will be available to the consumer in two formats - Stop Not 'Fofos' and Stop Not 'Golz'. Stop Not 'Fofos' is a unique filled and non-fried product and is available in Happy Tomato and Mad Masala flavours. Stop Not 'Golz' on the other hand is a crunchy fried ring available in Peppy Tomato and Full Masala flavours. Stop Not variants have been developed by combining Indian food preferences with the most modern food processing technology. Consumers can buy both Stop Not Fofos and Golz in convenient Rs 5 and Rs 10 packs.

Stop Not will be available in outlets across Punjab and Andhra Pradesh. Speaking on this major diversification, **Mr. Sameer Suneja, Managing Director, Perfetti Van Melle India**, said, "Salty snacks is a very exciting & challenging category to be in. The category has seen lot of action in the last couple of years and has huge potential to grow. We will leverage our marketing & distribution strength to provide differentiated product offerings to delight the consumer like we have done in the confectionery segment. We are proud to be the first Perfetti Van Melle subsidiary to earn a mandate to go beyond confectionery.

### **About Perfetti Van Melle India Pvt. Ltd.**

Perfetti Van Melle India Pvt. Ltd. ("PVMI") is a name to reckon with in the Indian confectionery industry and is a renowned manufacturer, distributor and marketer of several high quality products. Almost 2.5 times the size of its nearest competition, it is

one of the leading players in the organised confectionery business in India today. The company at present has a diverse portfolio of brands across segments (i.e. candies, gums & mints) which it sells through various retail channels across the country. As a marketer, PVMI has always been known for its iconic, interesting and entertaining advertising. PVMI is a fully owned subsidiary of the global confectionary conglomerate Perfetti Van Melle that is headquartered in Lainate, Italy. PVMI started its operations in India in 1994.

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