

Katjes USA., Inc



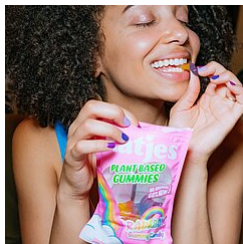
Katjes expands to US with plant-based gummies

Katjes, Germany's second largest gummy candy brand, has expanded to the US with a 100% plant-based portfolio. Since launching in May 2021 Katjes USA has secured a nationwide listing at Walgreens with distribution increase and further retail listings set for spring 2022. The brand's direct-to-consumer online shop is live at shop.katjes.us.



New frontiers for plant-based expert

Katjes is the newest addition to the North American better-for-you snacking category. The heritage brand has focussed on replacing animal gelatin with plant-based alternatives for the past decade, making it a true expert in its field. All gummies have a chewy texture, despite not using animal gelatin as a gelling-agent, are carbon neutral, palm oil free and contain no high fructose corn syrup.



Colorful & lovable treats with a story

The US portfolio includes three SKUs: Rainbow is a multi colored celebration of love and diversity. Sour tastes like a tart adventure with unicorns, fairies and hearts. Both have proven histories of success in several countries. Love & Stars is a red, white and blue patriotic nod to Katjes's new American home. A fourth innovation is in the pipeline, to be introduced at Sweets & Snacks 2022.

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