

# Cavendish & Harvey Confectionery GmbH



## LOVE TASTE, RECYCLE WASTE CAVENDISH & HARVEY SHOWS RECYCLABILITY!

Different researches show that especially environmentally friendly packaging is an important component in customers' decision making process. The C&H golden Tins and Victorian Jars are 99% recyclable. Therefore, C&H created two displays for POS. They emphasise the product advantages and take up the important topic. One display is focused on the top-selling golden Tins, the other display presents a mix of best-selling Tins and Jars.



## Social Media campaign promotes new Double Fruit Range

Cavendish & Harvey launched the innovative Double Fruit Drops in February 2021, available in three fruity varieties: Lemon with Strawberry filling, Blackcurrant with Apple filling, Cherry with Lime filling. The new product range is supported with a comprehensive Social Media campaign starting from April 2021. For more information about the new Double Fruit Range visit us on Instagram, Facebook or our website: follow the links below.

## Contact

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