

PRESS RELEASE



BY APPOINTMENT TO THE ROYAL DANISH COURT

Anthon Berg

Since 1884

YOU CAN NEVER BE TOO GENEROUS



THE PERFECT MATCH

ANTHON BERG IS TEAMING UP WITH BAILEYS IRISH CREAM TO LAUNCH A TRAVEL RETAIL EXCLUSIVE RANGE

QUOTES:

"The Baileys product line targets an extensive international group of Baileys consumers as well as consumers of Anthon Berg liquor-filled chocolates. The range caters to all purchase occasions ranging from formal and informal gifting to sharing and self-indulgence. We are very excited to be able to offer this strong product line to our customers and to the consumers. The range will be brought to market with a solid promotion and communication plan."

André Haunsoe Kampmann
– Senior Brand Manager,
Anthon Berg International

Anthon Berg has forged the ultimate alliance with Baileys Irish Cream and will be launching an ambitious Travel Retail Exclusive product line. Five of the bestselling varieties of Baileys Irish cream are transformed into pralines with creamy fillings encased in Anthon Berg premium chocolate. The range consists of six products and covers a number of purchase occasions.

The Best of Two Worlds

With Baileys Irish Creams we are combining the best of two worlds. It is a perfect match when we invite the world's #1 cream liqueur into our world-leading liquor chocolate brand. The alliance of Baileys and Anthon Berg is a merge of strong brands and sublime quality. We have been perfecting the art of combining chocolate and liquors for almost 100 years and are market leaders in the category in Travel Retail. With this extensive product range, we are offering our customers a bulletproof Travel Retail Exclusive range of six strong products.



FOR FURTHER INFORMATION PLEASE CONTACT:

Senior Brand Manager, Anthon Berg International
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QUOTES:

"Baileys is the original and the most popular Irish cream liqueur worldwide. Over 2,000 glasses are enjoyed every minute around the globe. We are extremely content with this opportunity to co-brand, and I am confident that the demand for Baileys will be mirrored in our Baileys chocolate range and bring incremental growth to the category. The range would also be perfect in a second facing next to the Baileys in the liquor section – creating a second sales opportunity."

*Peter Dige
– Travel Retail Director*

All of the above can be attributed to Travel Retail Director - Peter Dige

Launch Date: March, 2020.

We have carefully selected the Baileys Irish Cream varieties that ensure the perfect marriage to our premium chocolates and created five luxurious pralines:

Encaged in milk chocolate: Baileys Original • Baileys Coffee • Baileys Salted Caramel

Encaged in dark chocolate: Baileys Chocolat Luxe • Baileys Strawberry & Cream

The five pralines come in different combinations in the various products. The Range consists of the premium gift box *Treat Collection* which is a mix of the five different pralines. *Chocolate Treat* is a 'tower' with a front window, showing the twist-wrapped pralines inside. *Chocolate Treat* comes in two mixes (Original, Salted Caramel, and Coffee) and (Original, Strawberry & Cream, and Chocolat Luxe). Finally, we are launching three mono gift boxes – *Original Flavour*, *Salted Caramel*, and *Strawberry & Cream*.

On Shelf

The cream-colored packagings and the Baileys logo ensure immediate recognition and decoding of the products. The range is tastefully designed with hot foil and food appeal, and a cushion pad in the 'Treat Collection Box' adds to the feel-good experience as it suggests to 'treat yourself' when the lid is removed. The range has a visually strong coherence with both Baileys Irish Cream and Anthon Berg.

Treat Collection: (25 pcs - 255 g - 9.0 oz)

Chocolate Treat: Two mixes:

- Original, Salted Caramel, and Coffee,
- Original, Strawberry & Cream, and Chocolat Luxe (330 g - 11.6 oz)

Mono gift boxes: Original Flavour, Salted Caramel, and Strawberry & Cream (12 pcs - 115-130 g - 4.1-4.6 oz)



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Presenting the Anthon Berg Baileys Irish Cream Pralines



Baileys Original: - the ultimate Irish cream liqueur that blends the finest aged Irish whiskey with fresh dairy cream and a hint of cocoa and vanilla, complemented by the sweet rich milk chocolate shell.



Baileys Chocolat Luxe: - a rich, chocolate experience of dark, roasted cocoa notes paired with Baileys Original velvet cream and whiskey in a dark premium chocolate shell to add that extra intensity to the chocolate experience.



Baileys Salted Caramel: - a creamy Baileys experience with rich caramel and a hint of salt which is enhanced by the milk chocolate shell.



Baileys Strawberry & Cream: - a delicious combination of Baileys Original, fresh juicy strawberries, and luxurious creamy vanilla - all encaged in premium dark chocolate for a dramatic complimentary taste pairing.



Baileys Coffee: - a perfect match between Baileys Original and a hint of freshly brewed aromatic coffee sweetened up by the milk chocolate shell.



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