



Edita Food Industries launches Twinkies Zig Zag and coffee-flavoured HoHos, expanding its cakes portfolio

The launches fall directly in line with the company's strategy to optimize its product mix with new propositions to capture increasing demand

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Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the launch of two new SKUs under its leading cakes segment – Twinkies Zig Zag and coffee-flavoured HoHos — to enhance its value propositions in the cake segment and continue to solidify its leadership position in the Egyptian snack food market.

Twinkies Zig Zag, a new product under Edita's household Twinkies brand, is a golden sponge cake with a creamy filling, topped with raspberry jelly and coconut and will retail for EGP 2 per pack. Twinkies Zig Zag follows the successful launch of other propositions under the Twinkies line, including two flavors of Twinkies Icing, and three flavors of Twinkies Extra.



The new coffee-flavoured HoHos, a rolled chocolate cake with coffee filling and cocoa coating, also retailing for EGP 2 per pack, is the latest flavour under the HoHos line, expanding the brand's portfolio to a total of five flavours, including coated and uncoated offerings.



Leveraging its research and development capabilities to launch new products that conform to consumer tastes and market trends, the new SKUs launch forms part of Edita's strategy to enhance its portfolio of offerings as it works to consistently stimulate demand across its existing segments. The launch is also underpinned by extensive above- and below-the-line marketing. Edita's cakes segment, which continues to be the largest contributor to revenues amounting to 43.4% as of 9M2019, spans four distinct brands: Twinkies, HoHos, Tiger Tail, and Todo, all of which have grown to become household names with strong brand equity.

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About Edita Food Industries S.A.E.

Edita, founded in 1996 and headquartered in Egypt, is a leader in the growing Egyptian packaged snack food market. The Company manufactures, markets and distributes a range of branded snack products including packaged cakes, croissants, rusks (baked wheat), and wafers as well as selected confectionary/candy products. The Company's local brand portfolio includes household names such as *Todo*, *Molto*, *Bake Rolz*, *Bake Stix*, *Freska* and *MiMix*. The Company also has the exclusive ownership of the international HTT brands *Twinkies*, *Hoho's* and *Tiger Tail* in Egypt, Libya, Jordan, Palestine, Morocco, Algeria, Tunisia, Syria, Lebanon, Iraq, Bahrain, Oman, the UAE, Kuwait, Qatar and Saudi Arabia, and is party to a technical assistance and know-how agreement to manufacture 11 additional HTT brands across its territories. The Company holds strong number-one market positions in its core cake and croissant segments, a number-two market position in rusks, and growing market positions in the wafers and candy segments. In 3Q2019, the Company derived c. 91.9% of its revenue from Egypt and c. 8.1% from regional export markets. Learn more at ir.edita.com.eg.

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