



## **PRESS RELEASE**

### **New: Griesson Zebraaa Bites – crunchy fun for the whole family**

**Scrumptious snacking and nibbling without messy fingers: crunchy waffle wedges filled with nut nougat cream; available from March**

Polch, February 2023: – Griesson - de Beukelaer is all set to launch a new waffle creation under the Griesson brand: Zebraaa Bites (90 grams) – crunchy waffle wedges filled with nut nougat cream – are the perfect treat for those little and big moments of indulgence. What's more, with their practical packet format and the zebra-look mini waffles enveloping a soft centre of delicately nutty cream, Griesson Zebraaa Bites are a mouth-watering companion for when you are on the move too.

Griesson Zebraaa Bites make for enjoyable moments and crunchy, munchy fun without the mess of fingers daubed in chocolate – whether at home, as an everyday companion or out on trips with the family, friends and loved ones, and all perfectly in keeping with the Griesson brand motto: 'We love what we bake!' With their packaging design in cheerful colours, the Zebraaa Bites attract attention on the shelf and among shoppers from young to old.

#### **About Griesson - de Beukelaer and the Griesson brand**

Paramount for Griesson - de Beukelaer as a family-run business, is how we think and act to ensure sustainability. Our responsibility towards the environment and future generations is part of our corporate philosophy and finds expression in our brands: Griesson offers not only a full range of biscuits for the whole family to enjoy but as a traditional brand is also unswerving in its commitment to the next generations. Moreover, certified raw materials in organic or Fairtrade quality coupled with

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sustainable packaging solutions are yet further hallmarks of the wide range of biscuits and snacks. And all fully in keeping with the Griesson motto: We love what we bake.



**For any queries:**

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**Further information on Griesson - de Beukelaer and the press release can be downloaded at:**  
[www.griesson-debeukelaer.de](http://www.griesson-debeukelaer.de)