



RNS Number: 81240
Edita Food Industries S.A.E.
01 November 2021

Edita Food Industries Announces Rebranding of Twinkies SKU Portfolio, Introduction Of Higher Price Point Of EGP 3.00

Rebranding campaign comes as part of portfolio optimisation strategy and is complemented by adding new upsized Twinkies SKUs to the portfolio, driving migration of customers to higher price points

Cairo, 31 October 2021

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.LA on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the rebranding of its Twinkies line of filled cakes. The rebranding of Edita's Twinkies line is part of the Company's efforts to enhance its packaging and to consistently stimulate demand across its existing segments. Coming after Edita's highly successful rebranding of its flagship HOHOs brand name, the initiative leverages Edita's research and development capabilities to update the line's branding in a manner that conforms to consumer tastes and communicates a modern and approachable theme.

Capitalizing on its leadership in the filled cakes segment, Edita is also launching upsized Twinkies SKUs priced at a higher price point of EGP 3.00 per pack. The new price point will be introduced across the Twinkies Cream, Twinkies Flavors (strawberry and chocolate) and Twinkies Icing (chocolate and vanilla) product families. Slated for launch by early November, the new SKUs follow on the successful rollout of Edita's upsized Twinkies Cream SKU, priced at EGP 2.00 per pack, in 2020 and are in line with the Company's portfolio optimisation and repricing strategies.

Edita's cakes segment, which continues to be the largest contributor to consolidated revenues at 41.5% as of 1H2021, 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 baked snack products including packaged cakes, bakery, rusks (baked wheat), wafers and biscuits 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, Oniro 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 bakery segments as well as in candy, a number-two market position in rusks and a growing market position in the wafers segment. In 2Q2021, the Company derived 95.0% of its revenue from Egypt and 5.0% from regional export markets. Learn more at ir.edita.com.eg.

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