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Ferrero India introduces kinder schoko-bons crispy

Celebrating the diversity of India, Kinder partners with three renowned brand endorsers: Indian actress Karishma Kapoor, Subhashree Ganguly, and influencer, Sneha Reddy

By **Shraddha Warde** | October 13, 2023



Kinder Schoko Bons

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Ferrero India Private Limited, part of Ferrero Group, one of the world's leading manufacturers of chocolate and confectionery products, has announced the launch of 'Kinder Schoko-Bons

Crispy'. With this new offering, Ferrero India has deepened its foray into the sweet-packaged foods category. An innovative addition under the umbrella brand Kinder - Kinder Schoko-Bons Crispy, a delectable chocolate treat designed to bring families together in moments of joy and sharing.

Kinder Schoko-Bons Crispy, is a unique combination of a delicious milky and cocoa cream inside a crispy wafer, topped with cocoa sprinkles, thus creating a multisensory experience, catering to a variety of taste and texture preferences.

Kinder Schoko-Bons Crispy, the delightful bite-sized confectionery has been introduced in 'Shareable Packs' starting at an affordable price of INR 40/- onwards and will be available in packs of 4 and 12 pieces.

With Kinder Schoko-Bons Crispy, the company is taking a step forward towards strengthening its presence in the Indian market which is driven by trust and love of consumers for the Kinder products. The expansion of the portfolio marks Ferrero's entry into the fast-growing snacking category in India. Tapping the increasing opportunity, the brand aims to provide a unique solution for parents to connect with children in the pre-teen years.

With a legacy of introducing innovative offerings for consumers, Kinder Schoko-Bons Crispy is manufactured at the Baramati plant, in Maharashtra with over 98 per cent of the raw materials sourced locally. The state-of-art R&D facility at the plant follows international standards and supports the quality check process for ingredient mix, material sourcing, packaging and product testing. To preserve the nutritional characteristics of high-quality products, Ferrero applies consolidated quality and traceability best practices.

Speaking on the occasion, Rudolph Sequeira, Managing Director of Ferrero India said, "India is one of the important markets for Ferrero globally, and the expansion underlines Ferrero's focus to build on its tropical portfolio. We are delighted to expand the Kinder portfolio, with a unique innovation in Kinder Schoko-Bons Crispy, that is successfully made in India."

Amedeo Aragona, Marketing Head Indian Subcontinent - Kinder Brands said, "As a brand that embodies traits of fun, genuine care, modernity, and balance, Kinder has always been at the forefront of creating delightful experiences for families. The introduction of Kinder Schoko-Bons

Crispy adds yet another layer to this legacy, celebrating the evolving relationships between parents and their pre-teens."

To further enhance the brand across India, for the first time, Kinder Schoko-Bons Crispy has partnered with renowned celebrities/mother influencers: Indian actress Karishma Kapoor, Subhashree Ganguly, and well-known influencer from South India, Sneha Reddy.

Read online: https://nuffoodsspectrum.in/news/14/20360/ferrero-india-introduces-kinder-schoko-bons-crispy.html
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