

**PRESS RELEASE**



## **PEZ PLAY:**

### **Austrian cult brand goes digital!**

A special innovation is taking the cult brand PEZ from Austria into the digital age in 2016. PEZ PLAY is making classic PEZ products an entertaining interactive experience on mobile phones and tablets, fun for kids and adult gamers alike. The free games are quickly downloaded using a code, and then the digital gaming experience can begin!

PEZ PLAY is being unveiled at the exclusive Cologne International Sweets and Biscuits Fair in 2016. *"By launching PEZ PLAY, PEZ has again proven how the brand remains contemporary,"* comments Marketing Director Gabriele Hofinger, *"The digital games have updated the cult brand for today, enhancing its appeal by linking one generation to the next."*

### **Angry Birds and Bricks Breaking**

The first PEZ PLAY game to be marketed will be a PEZ Angry Birds mini game. As an exclusive partner of ROVIO, all PEZ Angry Birds dispensers will bear a 'bird code' from spring 2016 onwards - in the run-up to the movie - giving free access to the new PEZ game.

The next developmental step will be the release of a second app game in the second half of 2016: Bricks Breaking, in the iconic PEZ design. Additional free fun and educational games will be available for buyers of classic PEZ candies, providing more product benefits and entertainment for consumers.

The PEZ Group is a global enterprise. Japan and Australia are major markets for the company alongside Europe and the US. PEZ products are available in more than 80 countries. Annually about 70 million dispensers and 5 billion candies are manufactured. Worldwide 750 people are employed by PEZ.

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### Dispenser highlights 2016

In 2016, all the kid's favourite characters will continue to be available as PEZ dispensers. Under the motto "PEZ makes you smile", the tradition-steeped Austrian company would like its products to fill children's hearts with joy. For this, PEZ builds on current favourites and timeless classics, depicting them with accurate detail. 2016 will be a particularly exciting year for the cult brand: PEZ will take a successful step into the digital age with PEZ Play. With this addition, PEZ offers an added benefit that makes the product even more attractive to the key target group of three- to eight-year-olds, and beyond. The following offers an overview of the PEZ assortment for 2016.

- **Angry Birds – The Movie**

At last, in 2016, the Angry Birds have made it onto the big screen! After the enormous success of the Angry Birds mobile games, the feathered film stars set out to conquer the cinema world from May 2016. Well-known characters from the games and many more will be appearing in the film. Of course, the cinema event wouldn't be the same without the Bad Piggies. The characters were reworked for the film and appear in new splendour. So Red, Chuck and Bomb will get a fresh twist as PEZ dispensers and be equipped with a special highlight: PEZ will have its own PEZ Angry Birds game via the Angry Birds app. On the PEZ boxes for the Angry Birds dispensers there is a code that you can scan with your mobile phone or tablet to access the PEZ Angry Birds game.



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- **The Secret Life of Pets**

There are over 1.3 billion pets worldwide whose owners love and cherish them as if they were family members. No doubt many a pet owner has asked themselves this question: What does my pet actually do when I am not at home? Cinemagoers both young and old will find out the answer this summer in *The Secret Life of Pets* by Universal – the makers of *Despicable Me* and *Minions*. Of course, PEZ has also taken up this amusing and exciting subject. The PEZ dispensers Max, Chloe, Duke and Snowball will be available from June 2016. These four characters, dogs, cat and rabbit, will take the shop shelves by storm and light up kids' eyes with excitement.

- **Trolls**

The story of the Trolls goes back a long way. They were popular between the 1970s and 1990s, when there was a veritable Troll hype. Kids all over the world were enthusiastic about the quirky toys with the extremely colourful hair. In autumn 2016, the Trolls are back – this time in *Trolls* on the big screen! DreamWorks Animation tells the heart-warming story of Princess Poppy. The film focuses on friendship, optimism, good cheer and, of course, great adventures. It is about showing who you really are and shining in all your colours. The story is impressively produced with all the right music and a fantastic world of colours. The Trolls are now available as PEZ dispensers for the first time – Poppy, Branch and Guy Diamond will be available in retail stores from autumn 2016.



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- **Finding Dory**

At last, in summer 2016 there will be a sequel to the successful Disney/Pixar film *Finding Nemo* from 2003! *Finding Dory* is all about the forgetful fish, the extremely loveable blue tang named Dory. Along with Nemo and Marlin, she sets out to find her family. On their way, they have many amusing and exciting adventures in their colourful underwater world. Apart from the familiar characters, the film also features a variety of new characters, like Hank, the ill-tempered octopus with a soft heart and Bailey the witty beluga whale. Of course, in the face of such great cinema, PEZ has to include the film favourites – Dory, Nemo, Hank and Bailey will be available in retail stores from spring 2016.

- **Kung Fu Panda 3**

In two previous films, the panda bear Po and his Dragon Warrior friends have already delighted children all over the world in cinemas as well as on TV. In 2016 the adventure continues – *Kung Fu Panda 3* will be in cinemas around March. In the film, Po is faced with two apparently impossible tasks. His biological father suddenly turns up and takes Po with him to a paradise-like refuge where many pandas live. Meanwhile, the villain Kai forges a plan to destroy all Kung Fu masters. To defeat the villain, Po has to train his relatives to become warriors. That turns out to be extremely difficult for the fun-loving pandas. Luckily Po can count on the help of his friends again. Po, Tigress and Shifu will be on shop shelves as PEZ dispensers from the beginning of 2016.





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- **Transformers**

Of particular appeal for boys in the 2016 PEZ assortment are the Transformers. Since first appearing on the market in 1984, the characters surrounding the Autobot Bumblebee have made their mark in several areas, as toys, in cinemas, fashion, TV, video games, theme parks and much more. The Transformers are also quite popular among younger boys, particularly since the TV series *Transformers: Robots in Disguise*. This is full of action, humour, imagination and heroism. The stars of the series, Bumblebee, Optimus Prime and Grimlock, will be available in retail stores from late 2016. Before this, the Transformer dispensers will already appear on selected markets in a bag that includes ten fruit candies and two stickers and in a gift set with two PEZ dispensers and a 4-pack of fruit-flavoured candies.

- **Batman v Superman: Dawn of Justice**

In the spirit of the times, Warner is also counting on its superheroes in 2016 – the Justice League. Batman and Superman are among the best-known characters of the Justice League. In March, the two cult figures get their own motion picture film: Zack Snyder unites the two greatest superheroes of all time on the big screen. The film is set in Gotham City and Metropolis and is about how the two different characters stand in relation to each other. It shows that it isn't always easy standing in the public limelight as a superhero. With this grand performance the two heroes have also made it into the PEZ assortment. From January 2016, Batman and Superman will be available as PEZ dispensers.



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- **My Little Pony**

Once again in 2016, the sweet ponies will light up the eyes of little girls. Wherever you look, the six best friends, each of them unique, can be found everywhere: on TV in the successful series *My Little Pony: Friendship is Magic*, on the Internet, at fashion shows and, of course, also in retail stores. The cute little ponies stand for true friendship, loyalty and magic. Together they experience exciting, fun-filled adventures, and their wonderful natures have been casting their spell on little girls for more than 30 years. Of course, the beloved Ponies can't be forgotten in the PEZ assortment: Twilight Sparkle, Rainbow Dash and – now new in the assortment – Fluttershy will be available in retail stores from January 2016 with newly designed packaging.

- **Hello Kitty Nerdy**

For girls Hello Kitty has been one of the best-loved characters in the PEZ assortment since 2002. She is a real classic, and in 2016 continues to be part of the PEZ family. In 2016 PEZ is extending its Hello Kitty range to include a character in the “nerdy” look. Her stylish glasses make the beloved kitten in lilac appear cheekier than before, thus bringing fresh pep into the range. The packaging is also being redesigned to suit. The Hello Kitty PEZ dispensers will be available from January 2016 in retail stores.





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- **The classic PEZ dispensers**

All the special favourites from 2015 – Frozen, Minions and Star Wars – will continue to be available as PEZ dispensers. Star Wars gets a newly designed packaging for 2016. The Disney Princesses will be available as PEZ dispensers again as well – also in newly designed packaging. The classic characters from the Mickey Mouse Clubhouse and Best of Pixar remain a fixed part of the PEZ assortment

### **PEZ: the cult brand**

The PEZ Group is a company that operates worldwide. Besides Europe and the USA, Japan and Australia are among the most important markets. PEZ products are available in more than 80 countries. Approximately 70 million dispensers and 5 billion candies are manufactured annually. 750 people are employed by PEZ worldwide.

In addition to the classic PEZ candies and dispensers, the attractive product portfolio includes a variety of gift packages with dispensers, as well as candies, seasonal products (Easter, Christmas, Halloween, etc.), and licensed and unlicensed dextrose and fizzy candies.

From 2016, PEZ is offering a special innovation under PEZ Play, signifying a step into the digital age for the cult brand PEZ. With PEZ Play, PEZ products become an exciting, interactive experience on mobile phones or tablets, making the products a more intense experience for the target group. In future, PEZ consumers can eagerly look forward to additional product value with selected dispenser assortments and PEZ candies.

PEZ is exhibiting at the ISM in Hall 10.2, Booth F40/G49.





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**Gifts, gifts, gifts:**

**In 2016, give a gift of joy again with PEZ!**

Once again in 2016, the well-loved gift sets are part of the PEZ portfolio. Quality-packaged current licenses will be on offer, especially in travel retail. In addition, the products will be available in retail stores as part of a variety of discounter initiatives. The gift articles will also be offered in our own PEZ online shop. The gift sets are perfect as small presents to bring home from a trip or as gifts for children on a variety of occasions.

The **PEZ twinpack** is one of the most popular gift sets in the assortment. In 2016, PEZ will bring four new licenses onto the market as twinpacks. Boys can look forward to the iconic **Star Wars** twinpack with Darth Vader, Yoda, Stormtrooper and R2-D2, as well as the trendy **Transformers** twinpack, containing as dispensers Bumblebee, Optimus Prime or Grimlock from the popular TV series *Transformers: Robots in Disguise*. For girls, the beloved characters from **Frozen** – Anna, Elsa and Olaf – and the classic **Hello Kitty** in a cheeky “nerdy” look will be available as twinpacks. Each in matching design, the high-quality carton packaging from each range contains two PEZ dispensers from the assortment and four fruit refills.

Highly popular among children are the **PEZ gift tins** made of metal. Girls can especially look forward to two new gift tins: Frozen and My Little Pony. The small **Frozen tin** not only looks lovely, but also has enough room for the three Frozen PEZ dispensers, Anna, Elsa and Olaf, and six fruit candy refills. The **My Little Pony Gift tin** will certainly make any little girl’s eyes light up with joy. The colourful metal carry case comes packed with the three PEZ dispensers Fluttershy, Twilight Sparkle and Rainbow Dash and six PEZ fruit candy refills. The **Hello Kitty**





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tin will still be available in 2016. The empty carry case can be used to store treasures both small and big that the children want to keep safe.

The excitement about our XXL dispenser assortment in 2016 is XXL! PEZ fans both small and big will be enthusiastic about the XXL versions of two stars, Darth Vader and Bob from *Minions*. The classics Hello Kitty, Mickey and Minnie will continue to be available as **XXL dispensers**. The XXL dispensers come packed with 14 fruit candy refills.

Once again in 2016 there will also be newly licensed **85g bags** for boys and girls in the PEZ gift assortment. Boys can look forward to Transformers bags, and girls to My Little Pony bags. The bags contain a PEZ dispenser from the respective license, 10 PEZ fruit refills and, as a small gift, two stickers to match the license. The popular bags from 2015 – Frozen and Star Wars – will continue to be available in the assortment.

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the target group. In future, PEZ consumers can eagerly look forward to additional product value with selected dispenser assortments and PEZ candies.

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### PEZ candies – small, rectangular, iconic!

The small, rectangular PEZ candies are unique in appearance and have remained unchanged in form since they were created in 1927. Originally devised by Eduard Haas III as a peppermint product for adults, the candy was repositioned as a children's product in the 1950s with fruity PEZ candies. Both the PEZ candies and the PEZ dispenser still enjoy enormous popularity among their fans, both big and small. Today, the candies are available in various flavours, as fizzy candies and also as a sour variety. PEZ candies are gluten-free and contain no animal by-products or raw materials of animal origin.

PEZ is not just a sweet – there is so much more to the popular little treat! Although PEZ consists mostly of sugar, it is prepared by adding a binding agent to the granulate, and is therefore rather to be seen as a **comprimate**. Using compressed air, the individual sugar particles are bound with the finest, high-quality flavourings. The rectangular shape and the brand name PEZ stamped in the hollow of the candy remain unmistakable till today.

Not only is the PEZ candy unique, but the **dispenser** also deserves a closer look as well. Eduard Haas was a pioneer in his field. A pressing and packaging machine was devised for manufacturing PEZ – the machine not only produced the candy but also pressed it into its special shape. It also made it possible to machine package the comprimates. That was anything but ordinary for those times. Even back then, twelve PEZ candies were packed into a refill pack. PEZ has remained faithful to this concept till today.

Eduard Haas III was convinced that it was important to carefully observe the **preferences of the target group** and if necessary to expand the assortment of candies. This was how anise,





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coffee and eucalyptus became part of the assortment for adults in addition to peppermint. In 1955, the first fruit PEZ candies for children were developed and brought onto the market with the PEZ dispenser – as a roaring success. Thus, over the years, a wide range of different, often unusual varieties were developed, many of which disappeared again. Others have remained on the market and enjoy great popularity.

The classics among the PEZ candies are the **fruit-flavoured varieties** lemon, orange, cherry and strawberry. Loose PEZ candies are packed as refills and tied with a PEZ bow. A refill pack of 8.5 grammes contains 12 PEZ candies of the particular variety. The refills are available with the PEZ dispenser in a licensed blister pack. The fruity PEZ refills are also available without the dispenser as 8- or 6-packs in blister packs, either unmixed or as a fruit mix. In selected countries the fruit varieties are additionally available as loose refills or shrink-wrapped in packs of four. Other popular varieties are mango and raspberry. These refills are available without the dispenser as 8- or 6-packs.

Since 2003, the **PEZ Sour Mix** has been a successful part of the assortment, and in 2015 they were relaunched in a revamped look and flavour. These brightly coloured PEZ candies in the flavours green apple, watermelon, berry and lemon-lime are fun to munch on – when the kids have finished munching on the candies, they have the thrill of being left with a blue tongue. The PEZ Sour Mix is available in packs of eight or six and also as loose refills.

PEZ is as keen as ever to take up the taste preferences of PEZ consumers. That is why in 2014 **Liquorice PEZ** was introduced onto the market for seafaring nations. The Scandinavians, Dutch, Brits, many an Italian, the Spanish, French and Germans love the taste of the tart liquorice root. **Cola PEZ** also counts among the more unusual varieties in the PEZ candy assortment, and has enjoyed great popularity for many years. Liquorice PEZ and Cola PEZ are available as 8-packs in retail stores in selected countries.





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### PEZ Fizzy – The tangy candy in the PEZ assortment

PEZ aims to please all sherbet-lovers with its tasty fizzy products. Whether in the classical PEZ shape, in a practical resealable box, or as a roll – the fizzy products cut a good figure in any form, and have enjoyed great popularity for years. The fizzy roll gains special significance in the assortment in 2016 – a new design and new packaging units give the tangy roll special value in the PEZ Fizzy brand world and strengthen its POS presence.

The PEZ Fizzy line contains **licensed and unlicensed products**. In the licensed segment, resealable **carton packages**, each containing 30g, are on offer. In 2016, there will be Angry Birds to match the motion picture, the beloved Minions, and the classic Hello Kitty in “nerdy” style all available as fizzy candies in the boxes. Hello Kitty contains heart-shaped candies in the flavours strawberry and tutti frutti. Angry Birds and Minions contain round, flat tablets in the varieties strawberry, green apple and tutti frutti.

The **PEZ Fizzy rolls** – formerly “Funky Fizzy” rolls, available in 3g and 6g packs – made up only a small part of the PEZ assortment. 2016 will be a special year for the PEZ Fizzy rolls: the brand presentation has been revamped and the rolls have been integrated into the PEZ Fizzy brand world. The PEZ Fizzy rolls of 3g and 6g will be packaged in mixes of the varieties strawberry, green apple and tutti frutti. The 3g rolls are available in a plastic box containing 300 PEZ Fizzy rolls, while the 6g rolls are in a box containing 150 rolls. The 6g rolls will also be offered in a 54g bag containing 9 rolls. With their attractive design as part of the new brand presentation, PEZ Fizzy rolls will be available in retail stores in Austria from the beginning of the year. Over the course of the year, the rolls will also become available in other countries.





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### PEZ Dextrose: loaded with energy through 2016

Dextrose products have been available for many years under the PEZ brand, in both licensed and unlicensed packaging. It is commonly known that Dextrose serves as a short-term energy boost for body and mind. All PEZ Dextrose candies have no artificial colours or flavourings and are available in tasty flavours. New to the assortment in 2016 will be blackcurrant dextrose rolls and a new PEZ Dextrose with natural flavours, vitamins, calcium and folic acid as valuable ingredients.

In 2016, newly available licensed carton packets at 30g in the dextrose segment will be My Little Pony, Transformers, Peanuts and Pets, in the flavours lemon, orange and raspberry. Extremely popular in Hungary is Vita PEZ, an unlicensed 30g product with tutti frutti flavour and 5 vitamins.

Since 2012, fruity 39g dextrose rolls containing lots of vitamin C have been part of the PEZ Dextrose assortment. Dextrose rolls have been available for several years in the varieties raspberry, lemon and orange. In 2016, blackcurrant will be developed as a new flavour and added to the assortment.

Dextrose products have meanwhile become an important part of the PEZ product range, and we intend to expand this line in the next few years. A new concept was developed in 2015. From the beginning of 2016, colourfully designed 45g packets with tablets of an appropriate size for children will be available in the flavours strawberry, raspberry and tutti frutti. This new dextrose product with cute, irresistible animal images on the packet not only looks lovely, but is a winner due to its valuable ingredients. This new PEZ Dextrose product contains 100%





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natural flavours, 8 vitamins, calcium and folic acid. The 8 vitamins are vitamin E, C, B6, thiamine, riboflavin, niacin, biotin and pantothenic acid. The selected ingredients set the new PEZ Dextrose product apart and guarantee quality enjoyment: “Mmmmhhh!”

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### Company Structure

#### PEZ AG

Traun, Austria  
Headquarters

#### PEZ International GmbH

Traun, Austria  
Marketing & Sales Company

#### PEZ International GmbH

Vienna, Austria  
Production

#### Györiplast

Győr, Hungary  
PEZ-Box Production

#### PEZ Candy Inc.

Orange, USA  
Distribution USA, Canada  
& Candy Production

#### PEZ Production Europe Kft.

Jánossomorja, Hungary  
Candy Production



#### PEZ International GmbH

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## PEZ in 80 countries



 PEZ is represented in

### Top 20 Countries:

USA, Germany, UK, Japan, Denmark, Sweden, Norway, Canada, Austria, France, Spain, Australia, Netherlands, Hungary, Russia, Belgium, Serbia, Switzerland, Finland, Portugal



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### Contacts

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