

**PRESS RELEASE March 2020**

**The Youth want and have Nutzz Party!**

**Developing innovative products depending on the expectations and demands of the consumers, Peyman enrich Nutzz family, which is popular among the youth, with Nutzz Party. Bunching five different varieties of peanuts, crisps and corn nuts in a single packet, Nutzz Party promise a new and unique experience in salty snacks with Nutzz Party,**

**Acılı (Hot) and Peynirli (with Cheese)...**

One of the leading companies in raw dried nuts and fruits sector, **Peyman** adds another new innovative flavor by opening a new track in the salty snacks category. Responding to the youth's quest of "delicious" and "different" flavors with its long-termed R&D Studies, Peyman introduces **Nutzz Party** family to the consumers. Nutzz Party, prepared based on the fact that the factor making salty snacks different from each other is eating experience, presents the varieties of flavored peanuts, corn nuts, coated peanuts and crisps all in one package. Nutzz Party takes its place on the shelves as Acılı (Hot) and Peynirli (with Cheese).

***"We give ear to the expectations of the youth"***

Having stated that Peyman opened up new paths in the sector with their innovative products as a brand of the firsts in Turkey, **Peyman Marketing Director Ali Burak Aygül** added that, "Innovativeness is our sine-qua-non. A series of researches we realized on the expectations of our young consumers particularly those whom we call generation Z showed that there is an expectation for a different, delicious, crispy-crunchy and funny eating experience in the salty snacks category. In order to meet such expectations, we presented Nutzz Party to the youth at the end of our long-term R&D and innovation works. Nutzz Party will become the most favorite snacks of our consumers in a very short period of time, offering five different flavors, different eating experience and entertainment."

***“Mix products category grows 25 percent in 2019’”***

Stating that all-in-one packages are considered as both valuable and thrifty by the consumers, **Aygül** noted that, "Our young consumers like consuming their favorite snacks such as peanuts and corn nuts together and flavored with various aromas and spices, rather than having them separately. The category of mixed packages which we call Mix grew approximately 25% in 2019. In line with the requests of our consumers based on our innovative approach, we have gathered flavored peanuts, corn nuts, coated peanuts and crisps all in one package, by flavoring them with the most special aromas and spices."

***"We love the crispy-crunchy experience"***

Ali Burak Aygül delineated that "crispy-crunchy" experience is found out to be particularly sought after at the end of the researches they conducted and also stated that, "These two innovative words are inarguably "in" among the youth. Everything that is crunchy in the mouth offers different flavors and experience. As the youth tends to spend more time at home and socialize more at home, we want to help them get in the party mood with snacks to accompany them in such moments. That's how we decided on the name "Nutzz Party" Nutzz Party is also marketed in mini "shot" sizes so as to be carried in all pockets for those who want to consume them outside home.