



Press release
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Candyking broadens its offering with a new concept by the acquisition of Lilla Fiket

Candyking continues its focus on growth by offering the customers new in-store concepts. The latest addition is Lilla Fiket. A new and exciting concept which offers cookies and pastry products in pick & mix.

– Lilla Fiket further strengthen our concept portfolio and makes Candyking to an even more attractive supplier to the grocery market, says Frida Åkerblom, CEO Candyking Sverige AB. Furthermore, Lilla Fiket fits Candyking's concept strategy very well. We will focus on continuous growth by taking new areas in the stores that are profitable for both Candyking and the customer.

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About Candyking

Candyking was founded in 1984 and is the leading supplier of pick & mix in the Nordic region, the UK & Ireland and Poland. Candyking currently has more than 8.000 outlets and offers stores a turnkey concept that includes products, displays and accompanying store and logistic services. Candyking's confectionery concept and brands are Candyking, Karamellkungen and Candyking Favourites. In addition, Candyking is a leading pick & mix supplier of natural snacks in Sweden and Finland under the Parrot's brand. In 2015 the company had sales of about SEK 1.5 billion.