

Cargills Launches KIST Biscuits



Cargills Quality Confectioneries recently launched a brand new range of biscuits, under the Group's flagship brand KIST. The total range is immediately identifiable by the strong, vibrant and unique blue packaging, which gives all varieties an unmatched presence on retail shelves.

The powerful impact of the packaging underscores the exceptional quality of the products and most importantly, a taste profile, which is certain to delight the vast majority of Sri Lankan consumers. The launch range consists of KIST Cream Crackers, KIST Lemon Puff, KIST Vanilla Wafers, KIST Chocolate Cream, KIST Nice and KIST Marie.

"The Cargills Group acquired the moribund factory of the former Diana Biscuits thus ensuring the livelihood of the workers. Also, it was felt important that such a modern, state-of-the-art facility should remain firmly in Sri Lankan hands. Once KIST is firmly on the path to market leadership we will begin to introduce new, exciting and innovative products. Sri Lankans know their biscuits, love biscuits and celebrate with biscuits. KIST gives them something more to celebrate: a new range of great-

tasting biscuits with more to come,” said Stuart Young, Chairman, Cargills Quality Confectionaries.

Commenting on the investment that the Cargills Group made, Ranjit Page, Deputy Chairman, Cargills (Ceylon) said, “In the new environment we fully expect the economy to grow at double digits. This will translate into higher per capita income, which in turn will drive a rapid improvement in the lifestyle of Sri Lankans, particularly the youth. There are vast opportunities for the FMCG business especially in food and beverages. Cargills plans to capitalise on this to ensure our vision of becoming the largest player in the food and beverage industry for the benefit of our consumers and indeed the nation. Therefore, salvaging this factory to manufacture KIST biscuits is not only timely, but also, a wise move to have been made for the entire Group.”