Maliban Lemon Puff Re-Launched With A New Look And Taste

Maliban Biscuit Manufactories re-launched ‘Lemon Puff’ that has been a favourite biscuit among Sri Lankan youth for more than 40 years. The new and improved Lemon Puff comes with a refined taste, improved texture of its biscuit and a whole new attractive packaging, all for the same price.

“The consumers today are quite different to the consumers five years ago. They are becoming more and more knowledgeable. Based on these consumer trends we keep on upgrading our products. The new Lemon Puff is also a result of this. We have fine-tuned our recipe; we have fine-tuned our cream, and also our biscuit. It will also come out in a new packaging. It’s a total new offering altogether,” stated Ravi Jayawardena, CEO Sales and Marketing – Maliban elaborating on the re-launched Lemon Puff.

Concurrent to bringing out the upgraded product, Maliban also introduced the new brand ambassadors of Maliban Lemon Puff, singers Bathiya and Santhush. At the re-launch, a formal document was officially signed by them to mark their agreement.

“Maliban Lemon Puff is a very vibrant rejuvenating youth brand. Therefore, we

thought it is very appropriate in endorsing two very vibrant and popular youth icons Bathiya and Santhush as brand ambassadors, whose personalities will complement what this brand stands for. The all new Maliban Lemon Puff will deliver a unique lemon sensorial experience, which Sri Lankan consumers expect from the pioneer," added Samantha Pushpakumara, Brand Manager – Maliban.

Speaking on the initiative the new brand ambassadors Bathiya and Santhush stated, "it's been an absolute pleasure to begin our association with Maliban and specifically Lemon Puff. As artists we have always tried to associate ourselves with something fresh and youth oriented and Maliban Lemon Puff is very much on target in that regard. It's also been exciting to revive such an iconic jingle which we hope will reach out to all Sri Lankans and give them the same joy and enjoyment as the delicious biscuit itself."

"The most noteworthy factor about Lemon Puff is the use of natural lemon oil minus any artificial flavours, which makes it one of the safest brands to be consumed by children," added Jayawardena.

Maliban Biscuit Manufactories has taken innovation to a new level with the introduction of five new products during the last three months, and has further plans for the future. "There will be some more products of very popular flavours in the pipeline coming out based on consumer understanding," added the CEO of Sales and Marketing.

"We have over the years won the hearts of customers all over the country. We are an organisation with good moral values and always believe in supplying the best to our customers even if it means that we have to sacrifice making profits. Maliban has become the strength of generations past and present and will be the strength of generations to come as a trusted brand name that offers nothing but the best in terms of quality, taste and nutrition," stated D L Weerasuriya,

CEO – Maliban Biscuit Manufactories.

LEMON PUFF
Brand Ambassadors
Bathiya & Santhush