

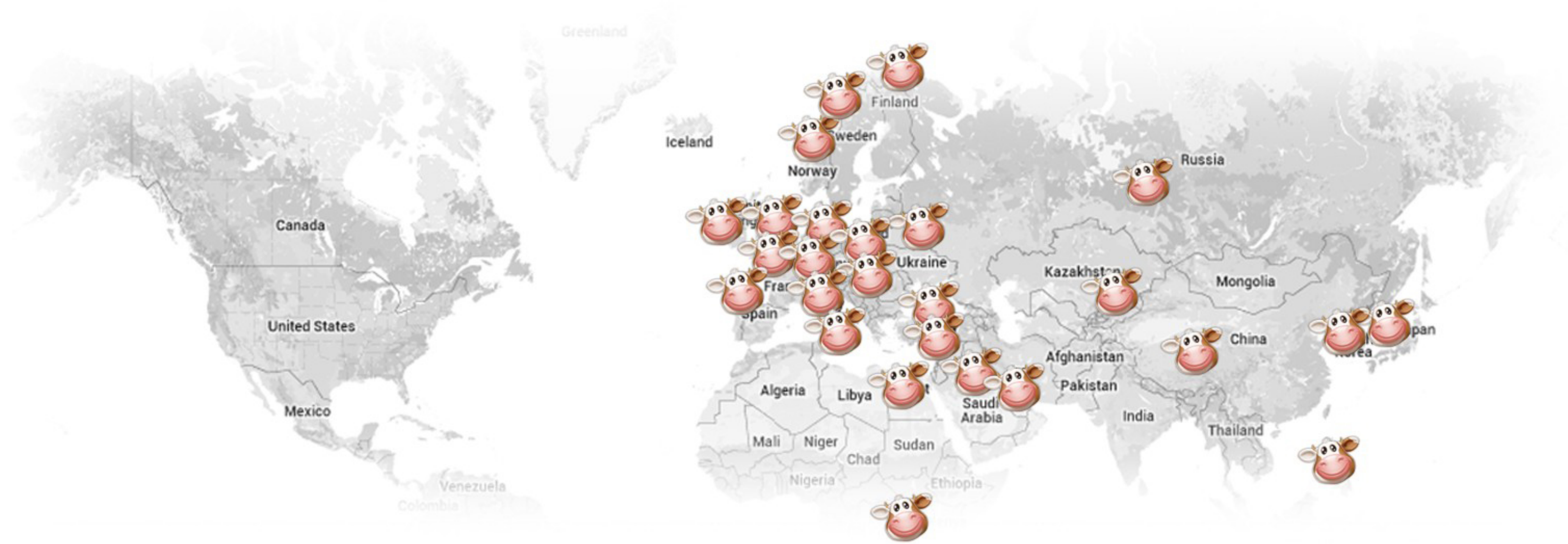


GLUTEN FREE
GLUTEN FREE

- 
1. Do not cut sipper.
- 
2. Place sipper in a glass of milk.
- 
3. Drink through sipper and enjoy!

Felfoldi Confectionery Ltd has **founded in 1986.** as a candy and sweets factory.

Felfoldi Confectionery produces over thirty different products, with many more in development. Each product has its unique characteristics with an emphasis on combining quality ingredients with novelty and fun for children and adults.



Felfoldi has large distribution network and delivering across Europe. Its market location is unique.
There is no similar sweets company in the Hungarian region.

Felfoldi is offering innovative products & **selling happiness.**

The production technology requires completely unique knowledge which cannot be developed anywhere else.

12000+

m² manufactory

350+

employee

1986

established

40+

countries

Because the **quality** matters

The HACCP food safety system has been in practice since 2002, serving food safety and traceability obligations. IFS management system was introduced in 2007.

The company has its own laboratory, which forms the basis of internal quality control.



100% produced in Hungary,
European Union



HACCP
Safe and Quality
food certificate



IFS
Safe and High End Quality
food certificate



Social audit
certificate



FDA
Food Quality Certificate

Why Quick Milk - Milk for health

Turn milk-time into fun-time! Just dip into milk and sip to taste the great, all-natural flavour! Feel the magic with all the 10 flavours of Quick Milk 5. Available in chocolate, strawberry, vanilla, chocolate-banana, caramel, banana, biscuit, coconut-chocolate, forest fruit, fruity cereal flavours. Based on our experience the top 5 flavours are: chocolate, strawberry, vanilla, banana, chocolate-banana



- ✓ NO ARTIFICIAL COLOURS
- ✓ NATURAL FLAVOURS
- ✓ USE WITH ANY TYPE OF MILK
- ✓ GLUTEN FREE
- ✓ GMO FREE
- ✓ FROM 3 YEARS OF AGE
- ✓ HEALTHY TREAT FOR KIDS*
- ✓ IMPROVING KIDS MILK DRINKING HABIT
- ✓ 10 AMAZING FLAVOURS

Milk is one of the best sources of calcium for the body. Milk is filled with Vitamin D that helps the body absorb calcium. Proper calcium intake contributes to strong and healthy bones.

** 1 piece Quick Milk Magic Sipper with 200ml milk contains only 5.7g sugar. It's really low sugar content compare to other 200ml flavoured milk drinks, shakes even some of the fruit juices.*

Packing types - Choose as your preference

Quick Milk Magic Sippers are available in 4 different type of packing: QM5, QM6, QM10, QM10+3
Available in chocolate, strawberry, vanilla, chocolate-banana, caramel, banana, biscuit, coconut-chocolate, forest fruit, fruity cereal flavours.
Based on our experience the top 5 flavours are: chocolate, strawberry, vanilla, banana, chocolate-banana



QM5 - 5x6g



QM6 - 6x6g



QM10 - 10x6g



QM10+3 - 13x6g

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How to present in retail shop

There are many ways you can organize your placements, like EU hooks, clipstrips, etc. however our recommended ones the displays and the floor stands.



- ✓ EYE CATHCER
- ✓ IDEAL ON SHELVES
- ✓ 20 PACKS IN A DISPLAY

- ✓ IDEAL FOR SMALL SHOPS
- ✓ RECOMMENDED TO PLACE IT NEXT TO THE MILK SECTION

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- ✓ CAN HOLD UP TO 160 PACKS
- ✓ IDEAL FOR LARGE SHOPS
- ✓ EASY TO REFILL / RESTOCK
- ✓ REAL EYE CATCHER
- ✓ EASY TO ASSEMBLE
- ✓ EASY TO REPOSITION
- ✓ LAST LONG



* In some cases we have noticed up to 30% sales growth when the shops have changed the way of placement from display to floor stand.

Facts and selling points

WE HAVE THE **LARGEST PORTFOLIO** OF MILK FLAVOURING STRAWS | QUICK MILK MAGIC SIPPERS ARE A REAL **QUICK SELLING PRODUCTS** | **23 MONTH OF SHELF LIFE** | QUICK MILK MAGIC SIPPERS ARE **AFFORDABLE TO ANYBODY** | **EASY TO HANDLE AND STORE** | **NO SPECIAL STORAGE TEMPERATURE OR CONDITIONS NEEDED** | **100% MADE IN EU**



The numbers are talking...

IRELAND 2017* | POPULATION 4.773 MILLION | QM STOCKISTS MORE THAN 300 | SOLD OVER 790.000 UNITS | 220 PACKS/SHOPS/MONTH AVERAGE

UK 2017* | POPULATION 66.18 MILLION | QM STOCKISTS MORE THAN 3000 | SOLD OVER 6.800.000 UNITS | 190 PACKS/SHOPS/MONTH AVERAGE

POLAND 2017* | POPULATION 38.17 MILLION | QM STOCKISTS MORE THAN 700 | SOLD OVER 1.600.000 UNITS | 180 PACKS/SHOPS/MONTH AVERAGE

RUSSIA 2017* | POPULATION 143.98 MILLION | QM STOCKISTS MORE THAN 3500 | SOLD OVER 8.400.000 UNITS | 200 PACKS/SHOPS/MONTH AVERAGE

* please note we have no exact information regarding number of stockist as our partners treat it as a sensitive information. Units have been sold are based on our database, average selling rate/month/shops are estimated.

For more information regarding our Quick Milk Family, please visit www.felfoldi.hu