



Candico

Candico candy syrup has been given a new look!

Candico candy syrup has always existed, or nearly always. Mild or dark, they are the result of an ancestral recipe and taste marvelous on pancakes, yoghurt, sandwiches or ice cream. Now it is available in a new, more modern 400 gram “squeeze” model.

The launch was planned in May, but will only really take place when the current stocks of the old packaging has been depleted. You can discover them in stores from June.

Lydiane Beckers, Candico Marketing, explains why a new packaging was needed: “We want to offer the consumer a hermetically sealed packaging which is more practical and cleaner, while totally preserving the sweet taste of the mild or brown syrup, very much appreciated by foodies.”

With this new packaging the Candico brand aims at as wide a public as possible. The new, more convenient packaging will allow those with a sweet tooth to discover candy syrups. The launch of the new bottle applies to the entire wholesale distribution.

You got the message: the new squeeze bottles are the ideal partner to add a special touch to both sweet and sour recipes. Authentic recipes are available on [Candico’s Facebook page](#) and on the website www.candico.be.