

Sizzl'n is getting HOT!



HOT



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Grammage change with EAN code change

- 180 g to 160 g



Recipe adjustment

- Rice crisps base replaced by potato crisps base
- 100 % sunflower oil
- Up to 40 % less salt as part of a Wellbeing Journey

New recipe has been successfully tested and approved by consumers.

Renaming of the range & design customisation

- Better and simpler understanding of the "Scharf" concept than with the name Sizzl'n
- Easier decoding of the concept of the design with the flame (based on US design)



Renaming of two flavours

- Cheese & Chilli → Flamin' Cheese
- Spicy BBQ → Spicy BBQ Ribs

