

Malfy gin, Checkers convenience, Nespresso coffee origins and Cadbury slabs

By  Lauren Hartzenberg

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In #FreshOnTheShelf, we round up some of our favourite food and beverage products that have hit the retail shelves recently.

Malfy Con Arancia

Premium drinks company Truman & Orange, known for bringing Malfy Italian Gin to South African shores, has announced their latest offering from the Vergnano family's traditional pot stills: Malfy Con Arancia.

A refreshing variant of the Malfy range, Malfy Con Arancia bursts with the botanical flavour and ruby red colour of specially-sourced Sicilian blood orange peels which are steeped in alcohol and pressed in a basket press. The infusion is then blended with Italian juniper, grapefruit peel, Amalfi Coast lemon peel, coriander, Cassia bark, Orris root and Angelica root before distillation.



The latest addition boasts a flavour profile that bursts with rich, bittersweet citrus, with subtle juniper and a complex finish.

Recognise Malfy Con Arancia on shelf by the distinct deep ruby red colour of the gin and the bottle that's decorated with traditional Italian glass painting techniques.

Limited Edition Nespresso coffees

Nespresso has launched two new Limited Edition coffees inspired by the birthplaces of coffee, Ethiopia and Uganda.

Arabica Ethiopia Harrar is an espresso with notes of ripe fruits and fresh flowers that boasts a velvety body. It's best enjoyed as an Espresso or a Lungo. Intensity: 5

Robusta Uganda is sweet and intense, rich in cacao notes. It's best enjoyed as an Espresso or Ristretto. Intensity: 10



Arabica Ethiopia Harrar and Robusta Uganda will be available for a limited period from Nespresso boutiques and booths nationwide, and through orders from the Nespresso Club on 0800 637773 or online at www.buynespresso.com.



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Fresh from Checkers

Checkers has revealed a number of exciting additions to its fresh produce and convenience selection.

The retailer's ready-to-eat **gourmet soups** now come in four new flavours: Moroccan Lamb, Pumpkin & Bacon, Steak & Stout and Minestrone. While some of the popular classic soups, like Chicken Noodle, Butternut, Biltong and Pea & Ham, have been relaunched with new and improved recipes. Checkers gourmet soups are available in single servings and family packs.

Checkers also now has over 25 flavours to choose from in their selection of Mediterranean-style **dips, pâtés, pestos and terrines** - think basil pesto mayo, smoked salmon pâté and taramosalata. They're also available in a selection platter consisting of the following favourites: creamy peppadew, hummus, sundried tomato pesto and tzatziki.





Then there are the new perfectly **portioned gourmet vegetables** to add to lunchboxes, salads or to enjoy as a healthy snack on the go. The range includes julienne beetroot, baby corn & sugar snap peas, peeled carrots, shelled peas and sliced red onion.

Cadbury's limited edition slabs

Cadbury has introduced four new 150gm limited edition slabs inspired by some of its most popular chocolate bars, namely: Cadbury Dairy Milk Astro's, Cadbury Crunchie, Cadbury Caramilk P.S., and Cadbury Dairy Milk 5Star.

Along with these limited edition flavours is the chance to collect four new Cadbury Martian figurines by simply purchasing any four of the participating Cadbury slabs from 1 June to 31 August 2018 at retail stores countrywide.



Choose from Cadbury Dairy Milk slabs with on-pack promotional visuals or any of the four limited edition 150gm Cadbury slabs. Find a promotional sticker inside each pack. Then, collect four stickers and stick them on the promotional pamphlet found on the branded displays in participating stores. Finally, redeem a Martian figurine at any participating petrol station store using your completed pamphlet.

The Martians also come to life on mobile phones through an augmented reality (AR) experience. Just grab one or more of the new slabs, download the free app, scan the wrapper and watch them show off their moves and interact with each other.

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