hosta
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MR. TOM BRINGS THAT FESTIVAL FEELING TO THE SHELVES

CONTEST PROMOTION FEATURING LIMITED-EDITION PACKAGING, FESTIVAL

Press Release

Stimpfach, June 22, 2026. Mr. Tom is kicking off the festival summer with a Germany-wide sweepstakes promotion. From June 22 through August 16, 2026, consumers can enter the “Mr. Tom Festival Sweepstakes” with the purchase of a promotional product and, with a little luck, win many festival prizes such as AirPods, bucket hats, or the grand prize: a VW California or a cash prize of 100,000 euros. The promotion is accompanied by limited-edition packaging designs for Mr. Tom Original and Mr. Tom Salted Caramel in 3-packs, created by illustrator and designer Flo Schommer. Schommer is known for his work with AC/DC, Casper, and Rock am Ring, among others, and brings the festival vibe to the Mr. Tom brand.

Win the Grand Prize

With the tagline “Win the Grand Prize,” HOSTA’s promotion picks up on Mr. Tom’s established brand slogan “Win that, win it all” and adapts it for a summer campaign centered on festivals, music, and shared experiences. Last year, Mr. Tom was on the road with its own festival roadshow and had a direct on-site presence.

This year, HOSTA is deliberately taking this approach a step further: The brand is bringing festival fans to their favorite events. Depending on availability and individual preferences, winners can choose their own festival experience. “Last year’s festival roadshow showed just how well Mr. Tom fits into this environment: uncomplicated, direct, and close to the target audience. This year, we’re extending this approach to retail and giving fans the chance to win their own festival experience,” explains Johanna Wolff, Brand Manager for Mr. Tom.

Festival Prizes for the Summer

Participation takes place via the promotion website www.mr.tom-gewinnspiel.de. Anyone who purchases at least one designated promotional product during the promotion period can upload their receipt and, with a little luck, win immediately. The promotion includes the Mr. Tom Original 3-pack and the Mr. Tom Salted Caramel 3-pack. In addition to the grand prize, eleven VIP festival packages, 111 pairs of festival tickets, 1,111 AirPods 4, and 11,111 Mr. Tom bucket hats will be raffled off. For the first three prize tiers as well as the AirPods, a cash alternative is available. All participants who do not win a prize in tiers 1–5 will receive a 15-percent discount voucher from FlixTrain. The terms and conditions are available on the campaign website.

The Perfect Snack for Festival and Outdoor Moments

With this promotion, HOSTA is building on last year’s festival campaign, during which Mr. Tom was present on-site with its own roadshow. The positive response demonstrated just how well the peanut-caramel bar fits into this environment: It contains no chocolate, is vegan, and is positioned as a protein source thanks to its high nut content. This makes Mr. Tom particularly well-suited for long festival days, warm temperatures, and situations where a snack needs to be practical, sturdy, and hassle-free. The focus is on the core target group of 18- to 35-year-olds with a strong affinity for music, leisure, and shared experiences. At the same time, the campaign aims to attract new consumers and further establish Mr. Tom in the summer and festival scene.

Visibility in Retail and on Brand-Owned Channels

A central component of the promotion is the two limited-edition promotional designs, created in collaboration with illustrator and designer Flo Schommer. His style, influenced by music, tattoo, and poster aesthetics, translates the campaign's festival character directly onto the packaging: bold colors, dynamic lines, and a striking panther motif ensure high brand recognition and draw extra attention on the shelf. As a result, the promotional packaging stands out on its own and visibly brings the energetic Mr. Tom festival world to the point of sale. The campaign is supported by secondary placement displays featuring a top sign in the festival style, which will be placed primarily at Kaufland and other participating retail partners. This is intended to give Mr. Tom additional visibility during the promotional period and encourage impulse purchases. In terms of communication, HOSTA is focusing on POS and owned media initiatives. The campaign will be promoted via Mr. Tom's social media channels, digital platforms, and the HOSTA online store. In addition to the promotional products, the online shop also offers a Mr. Tom hoodie created in collaboration with the urban lifestyle and streetwear label Mojo, which features the campaign design by Flo Schommer. Furthermore, the hoodie will be given away via a social media giveaway on Mr. Tom's Instagram and TikTok channels.

Brand Activation with a View to the Future

The giveaway promotion combines sales support with brand-centric activation in the festival and summer setting. The goal is to position Mr. Tom even more strongly as a no-fuss snack for on the go, musical moments, and shared experiences. The festival theme aligns particularly well with the brand's direct and unpretentious tone. Mr. Tom is set to maintain its presence in the festival and event context going forward. "Festivals stand for energy, community, and special moments. That's exactly where Mr. Tom fits in very naturally as a hearty snack without all the fuss," says Johanna Wolff, Brand Manager for Mr. Tom.

About the HOSTA Group
For 75 years, HOSTA has been producing high-quality confectionery in Stimpfach (Baden-Württemberg). The product range includes classics such as the Mr. Tom peanut bar, the nippon puffed rice snack, and the Romy coconut chocolate. All products meet the strict guidelines of the International Food Standard (IFS). The company's long tradition as a brand manufacturer is based not least on the consistent quality of all HOSTA products and the consistently high-quality raw materials used in their production. The HOSTA Group includes Wawel S.A. in Poland, Hosta Meltis Ltd. in the United Kingdom, and Hosta Italia Srl in Italy. Since 2019, the family-owned business has been led by Laura Opferkuch, representing the third generation of the family.

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Press Contact:
Wake up Communications – PR and Social Media Agency Flügelstraße 47, 40227 Düsseldorf
Lea Rosenstein, +49 157 50661125
Laura Cremers, 0162 3216381
hosta@wakeup-communications.de