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YOU'VE NEVER EXPERIENCED MR. TOM LIKE THIS BEFORE

CHOCO CRUNCHIES EXPAND THE ICONIC
BAR INTO A CHOCOLATEY SNACK-BITES
FORMAT

Press Release

Stimpfach, 15. September 2026. HOSTA is expanding the Mr. Tom brand with a new product concept: In September 2026, the confectionery manufacturer will launch Mr. Tom Choco Crunchies, chocolate-coated snack bites based on the original Mr. Tom bar. The familiar core of peanuts and caramel remains unchanged and is reimagined in a resealable 140 g pouch. In this way, HOSTA is taking the iconic bar beyond the traditional bar segment and making the well-known Mr. Tom taste available for new snacking occasions.



Authentic Mr. Tom, reinterpreted with chocolate

With Choco Crunchies, HOSTA is bringing the typical Mr. Tom taste into a new format. The original Mr. Tom core of peanuts and caramel remains unchanged but is presented in a new way: instead of a classic bar, Choco Crunchies come as loose snack bites in deliberately irregular shapes. At launch, they will be available in two varieties: milk chocolate and white chocolate. Both versions combine the nutty caramel core with a chocolate coating, creating a softer yet still crunchy texture. The focus is clearly on indulgence: Choco Crunchies are designed as a chocolate snack for anyone looking to enjoy an intense yet uncomplicated treat. "Mr. Tom has always had character and a few rough edges. That is why we did not

want perfectly round pieces for Choco Crunchies either. No two pieces are exactly alike. That gives the product its own identity and underlines its character as an uncomplicated snack,” explains Johanna Wolff, Brand Manager Mr. Tom at HOSTA. The new line does not replace the familiar Mr. Tom bar but expands the brand with a format that is more closely aligned with flexible snacking occasions and current snacking habits.



From bar to snacking occasion

The launch of Mr. Tom Choco Crunchies is part of the strategic development of the brand. The snack-bites segment has been growing significantly for years, demonstrating consumers' demand for flexible, portionable snack formats. For HOSTA, expanding beyond the traditional bar segment is therefore a logical next step. The new Choco Crunchies are aimed both at existing Mr. Tom fans and at consumers of chocolate-coated snack-bite products who may not typically choose a classic bar. “With Mr. Tom Choco Crunchies, we are preserving the core of our brand while opening up a new consumption occasion. It is genuine Mr. Tom, simply in a new, chocolate-coated form,” says Johanna Wolff.

Distinctive, yet unmistakably Mr. Tom

The packaging design also reflects this balance between familiarity and innovation. The rich yellow colour provides a clear link to the Mr. Tom brand world, while a dynamic chocolate-and-caramel splash immediately communicates the new product format. Individual Crunchies emerge from this graphic design element, visually highlighting what defines the product: chocolate, caramel, peanuts and a deliberately distinctive snack appearance. Choco Crunchies are available in a resealable 140 g pouch, making them particularly suitable for flexible snacking occasions on the go, at home or for sharing. The result is a distinctive shelf presence that stands out while remaining unmistakably Mr. Tom.

High visibility at the point of sale

The market launch will be supported by an awareness-focused campaign with a clear emphasis on the point of sale. Following the successful introduction in early September, the campaign is scheduled to begin from the fourth quarter and will increase the visibility of the new product line across the retail environment. Planned measures include large-format POS advertising in and around hypermarkets and large supermarkets, as well as digital screens and displays in entrance areas. These activities will be complemented by secondary placements using promotional mixed displays with header boards. A nationwide mix of

large-format advertising, digital displays and eye-catching secondary placements across various retail channels is designed to generate broad visibility within the retail environment. Digital sales-activation measures via retailer apps will provide additional purchase incentives. The launch will also be supported through the Mr. Tom channels on Instagram and TikTok, trade press communications and selected sampling activities, including product sample mailings and individual collaborations with food influencers.

Availability

Mr. Tom Choco Crunchies will be launched nationwide in Germany at the beginning of October 2026. At launch, the two varieties milk chocolate and white chocolate will be available at a recommended retail price of €2.99. Additional varieties are already being planned. The permanent launch marks the beginning of a new product line within the Mr. Tom brand and demonstrates how HOSTA continues to develop established brands carefully without changing their core identity.

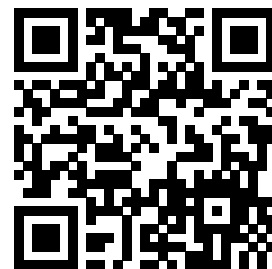
About the HOSTA Group

For more than 75 years, HOSTA has been producing high-quality confectionery in Stimpfach, Baden-Württemberg. Its portfolio includes classics such as the Mr. Tom peanut bar, nippon puffed rice snacks and ROMY coconut chocolate. All products comply with the strict requirements of the International Food Standard (IFS). HOSTA's long tradition as a branded confectionery manufacturer is based not least on the consistently high quality of its products and the premium 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. The family-owned company has been managed by Laura Opferkuch, representing the third generation, since 2019.

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