

hosta

“GET YOUR CRUNCH!”: NIPPON LAUNCHES NEW BRAND CAMPAIGN

HOSTA PRESENTS THE ICONIC BRAND IN A MODERN, DYNAMIC WAY ACROSS STREAMING TV, YOUTUBE AND SOCIAL MEDIA.

Press Release

Stimpfach, 14.10.2026. Friends getting together, snacks on the table, music playing and simply having a good time: this is the feeling at the heart of HOSTA's new advertising campaign for nippon MINIS. Under the campaign tagline “Get Your Crunch!”, the iconic brand presents itself in a modern, dynamic way, connecting with the snacking moments of a younger target audience. The small puffed-rice bites are an easy-going companion for evenings together and spontaneous moments of enjoyment. The 20-second hero spot will run on relevant streaming platforms on the big screen, supported by formats on YouTube and Meta.

For the campaign, HOSTA has deliberately chosen a video-only approach. Moving images, music, fast cuts and product staging work together to convey the lightness and energy of an evening spent with friends. At the same time, the spot puts the characteristic crunch of the MINIS centre stage.



Enthält KI-generierte bzw. KI-bearbeitete Bild- und Tonsequenzen

Media planning built around the consumption occasion

The media plan is specifically tailored to an established nippon consumption occasion. The company's market research shows that the puffed-rice bites are particularly often enjoyed at home during relaxed evening hours. The campaign therefore focuses on prime time, reaching consumers in precisely this context. It will run in two flights: 14–27 October and 4–17 November 2026, in each case between 7 p.m. and midnight.

The full 20-second version will be shown via streaming TV and smart TV apps on the big screen. On connected TV, the spot will run as pre-roll and mid-roll advertising to maximise visibility in the streaming environment. Tailored formats on YouTube and Meta will extend the campaign to the second screen. This means nippon MINIS will be present on both the big screen and smartphones and tablets during an evening of watching TV together, accompanying the very moment portrayed in the spot.

The [*“Nippon Minis – Get Your Crunch!”*](#) spot is available to watch on YouTube.



An evening with friends and plenty of crunch

The spot deliberately focuses not on an extraordinary event, but on an everyday situation: friends get together, play, laugh and spend time with one another. nippon MINIS are right there with them. The bag is opened, the little bites are passed around and everyone snacks together. The format captures this relaxed moment of enjoyment. The small nippon Original bites are easy to share and enjoy on the go, while the resealable bag makes them a practical companion for an evening with friends.

Fast, rhythmic cuts and a song produced especially for the campaign give the spot its energy. The campaign tagline “Get Your Crunch!” recurs throughout the creative and highlights the characteristic crunch of nippon MINIS.

“nippon is a familiar brand for many people. With nippon MINIS, we are building on this strength and translating it into a contemporary snacking world. The campaign brings this idea into our communications, too, showing what nippon stands for today: uncomplicated enjoyment that people love to share,” says Laura Frömberg, Brand Manager at HOSTA.

Reimagining an iconic brand for today

With this campaign, HOSTA is continuing to develop nippon while staying true to the brand. The aim is not to reinvent a familiar name, but to express its strengths in a contemporary way and bring them into new usage occasions. Going forward, nippon is intended to stand even more strongly for spontaneous moments of enjoyment, time spent with friends and its distinctive crunch.



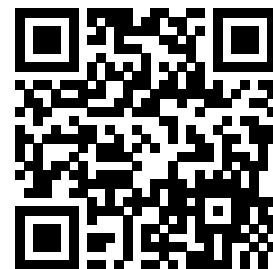
About the HOSTA Group

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.

Follow HOSTA Online

[Website](#) | [Facebook](#) | [Instagram](#) |
[LinkedIn](#) | [Onlineshop](#)

HOSTA Onlineshop:



Press contact:

Wake up Communications – PR and Social Media Agency
Flügelstraße 47, 40227 Düsseldorf
Mine Weber, 0155-10930131
Katrin Frank, 0176-32212835
hosta@wakeup-communications.de