



**Launch of Exciting New Black Cat Flavours**  
**Chocolate Peanut Butter with Choc Chip and**  
**Caramel Flavoured Peanut Butter with Caramel Chip**  
**And New Pack Format 600g Tub**

The biggest news of the year has got to be the launch of Black Cat Peanut Butter's Exciting New Flavours and a New Pack format 600g tub. Black Cat is introducing Chocolate Peanut Butter with Choc Chip and Caramel Flavoured Peanut with Caramel Chips. The best thing about these 2 new flavours is that they contain all the goodness of Black Cat peanut butter, with the deliciousness of chocolate and caramel. Now moms can indulge their kids without any guilt!

The 600g tub, a first to market, is available in the Black Cat Crunchy and Smooth. The tubs offer consumers fantastic added value. They are in line with what consumers are accustomed to in the base spread category and are safe, re-sealable, reusable, stackable, recyclable, 100% BPA free and need no refrigeration.

When it comes to eating Black Cat, South Africans love to get stuck in. That's because this iconic brand has continued to deliver on quality, taste and fun since 1926. From the pop of the lid to the enticing aroma, to the rich peanutty taste and the wonderful memories- Black Cat peanut butter has endeared itself to South Africans for generations.

Black Cat's clever little cat has made his mark...well, his paw mark, on consumers across the country for generations. And this year, the little hero has had a makeover. He's come a long way in his many lives and has now evolved into this adorable and approachable friendly kitten. His tilted head, curling tail and big grin makes him a friendly ambassador for the brand – who will be able to resist him?

Still packed with Peanut Power! Black Cat is one of the core brands within the Tiger Brands stable, it is imperative that it continues to innovate so as to remain relevant and to appeal to the core target market, and also retain the heritage built over the years. Peanut Butter is seen as a healthy offering. It is high in Protein to make bones and muscle grow stronger. It is a source of fibre aiding the digestive system. It is high in Carbohydrates a spread that offers energy.

These 2 new flavours and the 600g tubs are available at selected retailers and wholesalers.

Voted no1 in Spreads category in Top 10 SA Icon Brands, for 2013/2014 by TGI.

Black Cat has had quite a journey so far and there is still loads more in store for this great brand.

...so watch the space on: [www.blackcat.co.za](http://www.blackcat.co.za)

