



## "EXCELO launches the first dark cocoa cookie at 1DH only

**Casablanca**, the 11<sup>th</sup> of September 2014 - EXCELO, subsidiary of the **Anouar** Invest holding, and a major player in the cookies industry segment in Morocco, announced the launch of a new brand, EYO'O, the first Dark Cocoa cookie at 1 Dh only on the Moroccan market.

EYO'O is a sandwiched cookie with dark intense cocoa and filled with a generous cream, smooth and full of flavor. The result is a delicious cookie : a perfect combination of softness and intensity, enough to satisfy the taste buds of the most demanding consumers.

EYO'O is the result of very extensive consumer studies and a very rigorous Research and Development work, which allowed to achieve a high quality offer at a price affordable by all.

By the launch of this new creation, EXCELO delivers yet again on its promise : « provide the best quality at the most affordable price with a constant search for innovation. »

The EYO'O cookie will from now on be available in two formats :

- 3 cookies at 1 DH;
- 6 cookies at 2 DHS.

## About Anouar Invest Group

The **Anouar** Invest Group is a leading Moroccan holding company created in 1994, that operates mainly in the following industries : food, real-estate, logistics, building materials and agriculture. With its clear vision, the group has adapted to market changes by opting for the diversification of its activities so as to be able to develop serenely. The group recorded in 2014 a consolidated turnover of around 8 billion dirhams. **Anouar** Invest employs more than 4,000 employees, has more than 20 subsidiaries and is now positioned as one of Morocco's leading agrifood suppliers. The Holding is particularly known for its brands like Excelo, Badaouia, Mario, Fandy and Bon Lait. It also continues to gain market shares in the real-estate segment through its numerous quality projects. The Group also increased its acquisitions that are consistent with the current market trends. It is making of its multisectoral expertise a true growth lever.