



Excelo unveils plenty of novelties for the « back-to-school » season!!!

Excelo proposes new delicious receipts and takes the opportunity of its 10th birthday to change its visual identity

Casablanca, the 14th September 2015 – Each year, Excelo, subsidiary of the Anouar Invest holding and key player of the **biscuits** industry in Morocco, launches new surprises to celebrate the back-to-school season and to make of this event an unforgettable moment full of taste and delight ! This year is no exception to the rule, as Excelo celebrates the back-to-school season with plenty of novelties.

The first innovation did not go unnoticed : Excelo launches the sandwiched cookies Crak's and links them with the JUSTICE LEAGUE (Superman, Batman, Flash, ...) to give birth to a strong cookie ! Crak's thus gets a new visual identity and enhanced receipts to the greatest delight of the biggest tasters... With its legendary offer of four crusty and fondant cookies, filled with a smooth cream, Crak's offers an incredible taste experience at the price of 1 dirham only ! You will be able to taste Crak's in three tastes : Crak's Choc (delicious cookies filled with cocoa cream), Crak's Milk (inimitable cocoa cookies filled with sweet milk cream) and Crak's Extra Choc (pure intensity, cocoa cookies with cocoa cream).

Excelo reinforces its novelties by entering the dry cookies segment with its new brand Petit Blé. With its twelve delicious cookies that melt in the mouth, Petit Blé exists in two types : Petit Blé The Original (L'Original) (with a delicious buttery taste, for the nostalgic) and Petit Blé Coco (with the coconut freshness, for an exotic sweetness). All this for only 1 dirham... Start a new day with plenty of energy with Petit Blé !

Excelo also renews its line of Mary Trini by offering the authentic taste of the madeleine, just like at home! This rebirth comes along with enhanced receipts, a larger range of products with new even richer versions even tastier as well as a renewed visual identity emphasizing the two decades of expertise of the brand. Mary Trini now counts on a tastier and authentic image of the madeleine by emphasizing on the most noble ingredients.

At last, Biggy Crunchy, the wafer cocoa and crispies coated and filled with cocoa, comes back with the new brand name « Crunchy », and in two versions : Crunchy Xtrem Choc (a crispy wafer coated with crispies and cocoa, and filled with cocoa) and Crunchy Xtrem Crem' (an equally crispy wafer, coated with crispies and cocoa, and filled with a smooth cream). The taste buds will certainly feel the crisp !

To crown the back-to-school season, Excelo takes the opportunity of its tenth anniversary to renew its visual identity and win even more emotion, gourmandise and smile... while remaining

faithful to the values that made it famous : products with a constant added value, targeting the best quality, at the most affordable price and with a permanent research for innovation.
More than ever, with Excelo, life tastes better !

About Anouar Invest Group:

The **Anouar** Invest Group is a Moroccan holding operating mainly in the agrifood, logistics, distribution, real-estate, building materials and agriculture industries. 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 a consolidated turnover of 7.2 billion dirhams in 2014. **Anwar** **Anouar** Invest employs more than 4000 employees, has more than 20 subsidiaries and is now positioned as one of the agrifood suppliers in Morocco. The holding is particularly known for its brands Excelo, Badaouia, Fandy and Bon Lait. It also continues to gain market shares in the real estate segment, with its numerous quality projects.