

**November 2014**  
**Taysti Mayonnaise**

**Alternative Retail Products, trading as AR Brands, Announces Launch of Taysti  
Mayonnaise**

*First Product Launch for AR Brands*

Alternative Retail Products, trading as AR Brands, will present the first bite of Taysti Mayonnaise at the IFEA from 5-7 November 2014, enabling members of the trade and public to taste this incredible egg and dairy free mayonnaise in its attractive, easy to use, and environmentally friendly doye pouch.

“AR Brands is a company that is always looking for innovative and alternative ways in which to please consumers. Based on our research, we have developed a mayonnaise that will please consumers who love that tangy mayonnaise taste of some brands, but also love the smooth creamy texture of others. No need to compromise on either taste or mouth feel anymore,” said Peter Nicholas, CEO at Alternative Retail Products, trading as AR Brands,.

**Positive Customer Impact**

Consumers will love the three different pack sizes (375g, 700g and 1kg) of Taysti Mayonnaise, which will suit most households and usage requirements. Taysti Mayonnaise will enable buyers to offer consumers the perfect blend of a delicious, egg and dairy free mayonnaise in an easy-to-use doye pouch suitable for everyone in the family.

“Our dynamic, eye-catching packs will stand out on shelf and attract consumer interest,” said Jennifer Smith, Marketing Manager. “We will further drive demand through dynamic in-store tastings and brand activations to encourage consumer trial.”

### **Taysti Mayonnaise Availability**

Taysti Mayonnaise will be available for ordering by the end of November 2014. Alternative Retail Products, trading as AR Brands, is committed to delivering top quality, innovative products to the trade early in 2015.

Founded in 2014, Alternative Retail Products, trading as AR Brands, is an innovative FMCG marketing and manufacturing company. We use our extensive experience in the FMCG marketplace to develop well-loved brands and design leading-edge products, specialising in mayonnaise and other sauces and condiments. We work with strategic and ethical supply partnerships to answer the needs of consumers for condiments that are exceptionally tasty, enjoyable to eat and easy to use. We constantly look for alternative ways in which to please both our customers and the consumer. AR Brands leverages the latest technology to ensure our packaging is user and environment friendly and our recipes can accommodate even the most delicate palate, no matter what their allergenic or religious constraints might be.

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Alternative Retail Products, trading as AR Brands, and Taysti Mayonnaise are either registered trademarks or trademarks of Alternative Retail Products, trading as AR Brands, in South Africa.

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**For more information on Taysti Mayonnaise:**

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