



MEDIA RELEASE

WIZZ FIZZ – EXCITING NEW LOOK THAT BRINGS THE FIZZ BACK!

July 2011

Wizz Fizz is Australia's much loved, trusted sherbet range that delivers the 'fizzy' fun experience.

Wizz Fizz is made with the same traditional secret recipe developed over 60 years ago and is still much loved by Adults and Kids alike. It's the perfect addition for every occasion – guaranteeing fun and excitement every time!

Welcome to the new look – Planet Wizz Fizz. This new look is designed to capture imaginations. It's all about eye catching characters/illustrations, lots of bold colour and random detail. The pack has a sense of energy, rebellion and fun – that truly encapsulates what Wizz Fizz is all about!

So keep your eyes for the fun and brand new packs in your local supermarkets and milk bars. This NEW packaging look will be rolled out across the total Wizz Fizz range – including the individual and pack formats in sachets, cones and pops.

- Wizz Fizz Original Sherbet – individual sachet filled RRP 50c and 8PK, 100g RRP \$2.40
- Wizz Fizz Original Sherbet Cones – available in packs of 6, 85g RRP \$2.40
- Wizz Fizz Fizzy Fruity Pops – available in packs of 10, 120g RRP \$2.50



Log on to our NEW website www.wizzfizz.com.au and search for Wizz Fizz on your iphone app where Planet Wizz Fizz comes to life!