

# **Exclusive Nutella dispensers to be sold in the UK in new deal**

**Leading global name in the dessert equipment and ingredient industry, Sephra, has announced a landmark partnership with Ferrero which will enable it to bring Nutella dispensers to the UK and Irish markets.**

The business, which operates out of a Kirkcaldy base in the UK as well as in the US, has grown from distributing chocolate fountains in 2003.

It now has exclusive rights to supply Ferrero Nutella® Dispensers in the UK and Ireland. The firm says it is looking forward to seeing the innovative dispensers, designed in the shape of a Nutella® jar, become essential tools at hotel buffets, bakers, and dessert parlours.

Available in both electric and manual versions, the dispensers allow users and operators a new way of incorporating a touch of Nutella® into their dishes. This equipment can serve up warm Nutella, ensuring the perfect fluidity for filling, coating, and topping a variety of pastries and desserts. Servings are conveniently released in a 15g size, ensuring consistent portions, and reducing waste.

The design is also hygienic with no direct contact with the

Nutella® product, and the equipment is easy to clean and maintain.

David Archer, Managing Director of Sephra Europe Ltd, said: "Sephra is excited to bring this product to market for Ferrero. As a key food and ingredient supplier to bakeries, hotels, cafes and dessert parlours, Sephra is perfectly positioned to support operators. Both machines and the cartridges are available through our website, [www.sephra.com](http://www.sephra.com), and can be ordered for next-day delivery in mainland UK."

Zareen Deboo, Foodservice Channel Operators Manager, Ferrero UK & Ireland said: "Shaped like our iconic jars, our dispensers give operators a new way to drive those impulse purchases while consumers are out-of-home, and benefit from the big brand power of the Nutella® name. We know that customers will pay more for the delicious taste of a well-known brand like Nutella®, so with our innovative new products, we can help operators boost their business and appeal to consumer demand."

<https://www.sephra.com>

