

## INDULGE IN TROPICAL PARADISE AND CAFÉ ELEGANCE WITH JULIE'S LATEST WAFFLES FLAVOURS – COCONUT AND COFFEE



**Kuala Lumpur, 9 September 2024** – Imagine yourself enjoying the ocean breeze and the scent of coconut in the air, or the cozy ambiance of your favourite café with the rich aroma of freshly brewed coffee. Now, with Julie's latest waffles you can transport yourself to these experiences when you enjoy its two new classic flavours: coconut and coffee. These new flavours come after 15 years of success with their original butter-flavoured waffles, marking an expansion into the brand's premium line of products.

“A solitary product in our product portfolio, our Butter Waffles is a hidden gem for decades now. Over the years, it has quietly garnered a loyal following with little marketing promotion. I am happy to announce two new variants, namely Coconut Waffles and Coffee Waffles to complement our OG Butter Waffles. A perfect blend of tradition and innovation, Julie's Coconut and Coffee Waffles is sure to become one of your go-to favourites that will continue to delight your palates,” says Tzy Horng Sai, Director of Julie's Biscuits.

Crafted with premium and quality ingredients, the new flavours are set to awaken your senses as you bite into its crumbly and buttery texture. The coconut flavour is a

delightful blend of coconut cream powder, eggs, and butter, resulting in a subtle richness that pairs perfectly with the lingering fragrance of coconut. On the other hand, the coffee flavour is a sophisticated mix of Arabica and Robusta coffee powders, enhanced with cocoa for an interesting combination of floral, fruity, and earthy notes. Both flavours are versatile enough to be enjoyed on their own, as toppings for your desserts, or even as a base for creative dessert recipes.

In addition to their irresistible taste, these waffles are made with non-GMO ingredients and are suitable for lacto-ovo vegetarians. They are a source of dietary fiber, low in cholesterol, and low in trans-fatty acids, making them a balanced treat that you can feel good about enjoying any time of day. These 100g waffles are also conveniently packed in a box of two individual trays, each with seven pieces of waffles. This ensures the product is easily accessible for immediate enjoyment or for saving a portion for later.

Indulge in the flavours of a tropical getaway or the rich aroma of a cozy café today by purchasing Julie's latest coconut and coffee waffles online from Julie's [Shopee](#) and [Lazada](#) flagship store. For in-store purchases, visit your nearest neighbourhood convenience stores or hypermarkets. To get continuous updates on Julie's latest promotions, contests, and activities, visit our [website](#) or follow us on Facebook at [www.facebook.com/JuliesBiscuits](http://www.facebook.com/JuliesBiscuits) and Instagram at [www.instagram.com/juliesbiscuits](http://www.instagram.com/juliesbiscuits).

To watch the brand's promotional video on the new waffles flavours, click on the links below:

- [Julie's Coconut Waffles](#)
- [Julie's Coffee Waffles](#)

#### **About Julie's**

Julie's is an international, award-winning biscuit brand sold in 80 countries. Founded in Melaka, Malaysia and marketed as Julie's since 1985, the brand undertook its milestone rebranding campaign in 2020. The original blonde Julie, a household icon, has been rejuvenated to appeal to today's consumers. Julie now sports a shorter bob-haircut, red and blue headband with a forward and an upward look of certainty, reinventing her appeal with new generation consumers. For further information on Julie's Biscuits, visit <https://www.julies.com.my/>

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