



MEDIA RELEASE

## THE CHARM YOU CAN'T RESIST – INTRODUCING JULIE'S NEW RANGE OF DESSERT-INSPIRED BISCUITS

**Julie's invites you to give in to its Charm and show some love to yourself by indulging in their latest line of biscuits.**

**Kuala Lumpur, 3 March 2023** – Julie's today unveiled its new line-up of dessert-inspired biscuits called Charm. The launch marks the brand's indulgent series since its inception. Meticulously crafted for almost five years, Charm aims to capture the delicious popular and classic dessert flavours in a convenient, snackable biscuit format. This new range comes in two mouth-watering flavours – Double Chocolate and Tiramisu.

Tzy Horng Sai, Director of Julie's Biscuits said, "Since rebranding in 2020, we have always taken the bold approach in introducing new products into the market. The Julie's brand is synonymous with great-tasting biscuits and consumers know the quality to expect. With this new range, not only do we want to introduce products that are tasty and of quality, but as a brand, we also want our products to inspire consumers. What we had in mind with Charm was to create something people can indulge in. With this product, we want to remind consumers to allow themselves to indulge in something like Charm every once in a while, as a form of self-love. We hope that this new product and its push for self-love can bring positive effects into consumers life."

Each Charm biscuit is made from quality ingredients that are carefully selected after years of research to ensure its delicious taste and quality. The Double Chocolate is a rich and indulgent dark chocolate flavoured biscuit, a crowd's favourite, with smooth and creamy texture that melts in your mouth. The Tiramisu is a more sophisticated and unique flavour that is not commonly found in biscuits, making it an interesting option for consumers who are looking to try something different.

This new biscuit line-up filled with indulgent ingredients are conveniently packed into one portable to go packaging that consists of eight packs of two biscuit pieces. Charm is designed to be enjoyed as a standalone snack, or can be paired with coffee and tea, or even used as an ingredient for your cake creation. The product is also suitable for any occasion, invented to fuel you in between meals or used as an enjoyable dessert after a hearty meal.

To celebrate the launch of this new biscuit range, Julie's is hosting an exclusive experiential event for its loyal customers at APW Bangsar this Saturday and Sunday. In line with the product's aspiration to get consumers to practice self-indulgence, the event called Me, Myself and Charm looks to take consumers on a selfishly indulgent journey this weekend.

Guests at the event will be able to focus on themselves and enjoy the activities planned such as taking part in a candle making workshop inspired by scents of the new biscuit at the Charm Sensory Lab. This self-indulgent event also features fun activities such as numerous creative photo walls and delicious samplings of the new Charm range. Guests also get to walk away with a souvenir for themselves - a customised engraved teaspoon.

To start treating yourself with Julie's Charm, purchase it online from the official Julie's [Shopee](#) and [Lazada](#) flagship store. For purchase in-store, 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).

**For the soft copy of media release and photos from the event:**

Scan the QR Code below.



**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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