

## **Nestle's Wonka Brand Markets Wacky Frozen 'Banana' Pops**

OAKLAND, Calif. (PRNewswire) — WONKA, maker of the world's most imaginative sweets, is proud to announce its latest innovation: *WONKA™ Peel-a-Pop™* frozen treats. The dessert pops look like and peel like bananas, but in true WONKA form, the peels are deliciously edible. Now available in freezer aisles nationwide, the dessert pops are available in two scrummdiddlyumptious flavors, Vanilla Banana and Vanilla Grape.

“At WONKA, making ordinary sweets isn't enough. Our mission is to bring the pure imagination of Willy Wonka to life with innovative treats,” said Lisa Williams, WONKA Brand Manager. “Available nationwide this spring, magically sweet *Peel-a-Pop* frozen treats deliver on the WONKA promise, offering a taste of unbridled fun to kids of all ages.”

Timed with the 50<sup>th</sup> anniversary of Roald Dahl's *Charlie and the Chocolate Factory*, the release of these whipple-scrumptious dessert pops continues Mr. Willy Wonka's grand legacy. With a never-ending stockpile of normalness in the world, the newest WONKA frozen creation will bring a much-needed dose of playfulness to dessert time — or anytime. Like two desserts in one, *Peel-a-Pop* frozen treats are as fun to peel as they are to eat. Whether enjoyed peel-first or all at once, there's no wrong way to enjoy the imaginative dessert.

WONKA *Peel-a-Pop* frozen treats are available nationwide at Wal-Mart, Target, Safeway and Kroger at a suggested retail price of \$4.29 per 8-pop carton. For more information on *WONKA Peel-a-Pop* frozen treats, go to [wonkaicecream.com](http://wonkaicecream.com) or join the conversation online using #WONKAPop.

### **Launching *Peel-a-Pop* Frozen Treats with a Winter WONKA™-land in New York**

To celebrate the launch of *Peel-a-Pop* frozen treats, the WONKA brand is transporting its whimsical inspiration to the heart of New York City with a Winter WONKA™-land pop-up. At the three-day event, dessert dreamers will get a playful glimpse into the mind of Willy Wonka as they enjoy complimentary *Peel-a-Pop* frozen treats in a frozen funderland complete with Oompa Loompas. The pop-up will be open to the public from 10:30 AM to 6:30 PM EST on May 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> located at 22 Little West 12th Street between 9th Avenue and Washington Street.

### **About Nestlé USA**

Named one of “The World's Most Admired Food Companies” in *Fortune* magazine for seventeen consecutive years, Nestlé provides quality brands that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with

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