

# Haymor launches 'World Cone' with 3 new distinctive flavours in India

Chennai, Sept 11:

Haymor, one of India's favourite ice-cream brands has announced a unique addition to its product portfolio in India, the 'World Cone'. Extraordinarily 22.2cm, this product is probably the biggest ice cream cone in the country. Launched in Gujarat a month ago, the World cone received an overwhelming response, encouraging the brand for a Pan India launch. Internationally, World Cone already is



massively relished across 14 countries and is regarded as South Korea's best-selling ice cream.

Understanding the

ever-evolving demands of customers, the World Cone has been introduced in three drool-worthy flavours - Swiss Choco Brownie, Double Belgian Chocolate and Nutty French Vanilla. The premium Haymor ice creams have been made even more indulgent with ingredients such as cookies, chocolate shrivels brownie, almonds, and cashews. Every bite provides a rich, creamy and 'Made of Milk' experience.

The easy to peel packaging helps relish the ice cream without getting hands dirty. This innovation has been made possible with advanced technology and know-how from Haymor's parent company - LOTTE. The combination of a Big cone in delicious flavours' and Innovative packaging makes Haymor World Cone one of the buzziest ice creams to hit the market this year with many consumers saying, "Big is Better"!