



## FUN FACTS

- Griffin's was born in 1864, the same year as the American Civil War, or closer to home the year Hamilton was settled, The Timaru Herald published its first issue, the Australian Magpie is introduced to New Zealand and miners discover 25,000 ounces of gold in Marlborough.
- Close to a billion Griffin's biscuits are baked every year. While many of these head overseas, 918 million are eaten by Kiwis – that's 206 for every New Zealander! It's probably not surprising then that Kiwis are the second biggest consumers of biscuits in the world (second only to the United Kingdom).
- Griffin's bakes nine of the ten top-selling biscuits in New Zealand. Gingernuts take the title as best selling biscuit while Toffee Pops, Super Wine and Cookie Bear Chocolate Chippies all feature in the top five.
- If we placed all the Griffin's biscuits eaten every year side-by-side, they would encircle the earth one and a quarter times at the equator.
- Gingernuts, one of Griffin's oldest biscuits, is also the most popular. Kiwis dunk, nibble and chomp their way through 107 million Gingernuts every year. That is 293,000 every day, 203 every minute and more than three Gingernuts eaten in New Zealand every second.
- If all the Griffin's Gingernuts eaten each year were stacked flat, one on top of each other, the height of the stack would be equivalent to almost 3,000 Auckland Sky Towers (the Sky Tower is 328m high) or 257 Mt Cooks (Mt Cook is 3,745m high).
- 140 tonnes of chocolate chips are used every year to make Griffin's Chocolate Chippies – that's the equivalent weight of 20 large, male African elephants!
- Griffin's used to produce Jaffas, Minties, Jet Planes and Pebbles before its confectionary business was sold to Cadbury in exchange for Cadbury's Hudson Biscuit business.
- At its peak, 25 percent of all New Zealand children aged 12 and under belonged to the Cookie Bear club. They would now be aged 30 – 50.
- Griffin's Lower Hutt factory operated 24 hours a day during World War II to produce special army ration biscuits for Kiwi and US troops. The biscuits for the Kiwis were described as thick and hard, not dissimilar to dog biscuits and needed a good dunk in the tea. The well nourished US troops on the other hand were the lucky recipients of Griffin's chocolate biscuits.

- Griffin's most popular ads over the years include the 1989 "Griffin's Gingernuts are so spicy" commercial with the Jamaican drummer singing the catchy "Ask for Griffin's *Gingernuts by name*" song.
- Other famous ads include the 1998 commercial for Toffee Pops, which featured a bare chested All Black, Carlos Spencer. Sixteen years later and Griffin's still gets requests for the footage.
- Griffin's relaunch of the 80s biscuit Choco-ade, the result of an online petition spearheaded by Upper Hutt mum Amber Johnson, smashed all previous sales records for the most successful launch into supermarkets, selling 1 million packs in the first 12 weeks.
- Griffin's has a Facebook community of over 175,000 fans and its Facebook post announcing it was relaunching Choco-ade biscuits set a new Facebook record in New Zealand for most number of 'likes' for a single page post, receiving more than 28,500.
- Griffin's biscuits are enjoyed by biscuit lovers in 21 offshore markets – everywhere from Brunei to Papua New Guinea and Taiwan to Tahiti.

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