

PRESS RELEASE

Terre di Puglia introduces Grissì Pop: the new generation of Italian bakery snacks

Andria, Italy – Terre di Puglia proudly presents Grissì Pop, an innovative range of bite-sized Italian breadsticks created to meet the growing demand for premium, convenient and flavourful bakery snacks.

Inspired by the Mediterranean lifestyle and crafted according to the Italian baking tradition, Grissì Pop combines authentic ingredients, oven-baked quality and an original mini format designed for modern consumers looking for healthier and more enjoyable snacking occasions.

The range is available in four distinctive flavours:

- Mediterranean – a tribute to the authentic flavours of Southern Italy.
- Sesame – delicately toasted sesame seeds for extra crunch and aroma.
- Olives – the rich and unmistakable taste of Mediterranean olives.
- Mexican – a vibrant combination of spices inspired by Mexican cuisine, bringing a bold and contemporary twist.

Baked rather than fried, made with extra virgin olive oil and free from palm oil, Grissì Pop delivers a crunchy texture and premium quality in a practical, ready-to-eat format suitable for retail, vending, travel retail and foodservice.

With Grissì Pop, Terre di Puglia redefines the traditional Italian breadstick, transforming it into a contemporary bakery snack designed for consumers seeking authenticity, convenience and innovation.

Visit Terre di Puglia at SIAL Paris to discover the Grissì Pop range and explore new opportunities for retail and private label development.