

Advantage Group recognizes Lindt & Sprüngli Travel Retail as top confectionery supplier in travel retail in 2019



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Lindt & Sprüngli has been named as Best-In-Class confectionery supplier in the 2019 Advantage Report Global Travel Retail.

The Advantage Report Global Travel Retail is an annual study based on qualitative and quantitative research, which this year saw more than 385 key stakeholders from 87 retailers evaluate the performance of their suppliers.

Lindt achieved top-tier ratings across all seven performance areas: Overall, Strategic Alignment, People, Category Development, Trade & Shopper Marketing and Customer Service. Within the regions, Lindt ranked first in the Americas and the Middle East, second in Europe and third in Asia Pacific.

Nestor Sanajko, Director, Global Client Business Development at Advantage Group, said: “The travel retail confectionery segment is consistently very competitive. The Lindt & Sprüngli team stood out especially in their partnership relationships and their drive towards innovation, complemented by excellence in their supply chain and customer service, which secured them the pole position in the 2019 report. It is also worth mentioning that Lindt places considerable emphasis on analyzing the annual results, consulting with Advantage and searching for improvement. This quest for excellence is what really makes the company stand out.”

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said: “It is a great honor to be recognized as Best-In-Class confectionery supplier for the travel retail channel by the Advantage Report. We take great pride in producing our exquisite, premium chocolates that appeal to all

passengers, while supporting these with innovative, eye-catching marketing campaigns that encourages footfall to the confectionery aisle and grows sales for travel retailers. We'd like to thank all of our clients who helped us on our way to this achievement, as it is only by working in partnership that we can drive the improvement of the travel retail shopping experience. Travel retail is a vital part of our business and we will continue to invest in this important market going forward."