

Anthon Berg adds Baileys Irish Cream to TR exclusive line of products



The complete range of Anthon Berg's Baileys Irish Cream-filled chocolates features four product lines [Anthon Berg](#) is expanding its product range in partnership with [Baileys Irish Cream](#), introducing a new line of its signature chocolate liqueur bottles with liquid Baileys Irish Cream filling.

According to the company, this new line comes in three SKUs and will be exclusive to travel retail.

“Anthon Berg will be the first chocolate brand ever to launch liquid Baileys Irish Cream as filling in chocolate bottles, said André Haunsoe Kampmann, International Marketing Manager. “The launch of this product line is highly ambitious and will put us even further ahead of the game in the steadily growing category of liqueur-filled chocolates. We will have exclusivity in offering this type of product, and we are confident it will become a flagship product line to bring incremental growth to our existing range of chocolate bottles.”

The product range has a visually strong coherence with both Baileys Irish Cream and Anthon Berg; the cream and black packaging and the Baileys logo ensure immediate recognition and decoding of the products. The front of the gift box displays the Anthon Berg Baileys Chocolate bottles, and the transparent tubes display the metal foil-wrapped miniature bottles; this allows the consumers to see the actual miniature bottle-shaped chocolates wrapped and labeled like genuine bottles.



Anthon Berg Baileys Chocolate packaging

The complete range now features these four product lines:

Baileys Chocolate:

Chocolate Liqueurs Baileys 10 pcs 155g 5.47oz

Chocolate Liqueurs Baileys 14 pcs 219g 7.72oz

Chocolate Liqueurs Baileys 24 pcs 375g 13.23oz

Treat Collection:

Baileys Treat Collection 255g 8.99oz

Chocolate Treat Wrapped Chocolate:

Baileys Treat Milk 330g 11.64oz

Baileys Treat Dark 330g 11.64oz

Mono Gift Boxes:

Baileys Strawberry 125g 4.41oz

Baileys Signature Taste 130g 4.59oz

Baileys Salted Caramel 140g 4.94oz

"We are incredibly pleased with this opportunity to co-brand," said Tim Lund Sydtoft, Area Director, Travel Retail. "I am confident that the demand for Baileys will be mirrored in our Baileys chocolate range and bring incremental growth to the category. The Anthon Berg Baileys Chocolate range would also be perfect in a second facing next to the Baileys Original Irish Cream in the liquor section - creating a second sales opportunity."