

Anthon Berg strengthens Baileys partnership with expanded TR range



Anthon Berg Baileys Marzipan Bar will be launched in March 2024

In 2024, Anthon Berg celebrates 100 years of liquor filled chocolates by expanding its travel retail exclusive product range with Baileys Irish Cream by releasing new Baileys-infused marzipan products.

A world first, these new additions to the Anthon Berg Baileys range is poised to further raise the bar of a business that more than doubles each year to the delight of Anthon Berg's commercial partners and Diageo, the world leader in premium spirits.

"Baileys is a global beacon of indulgence with over 2,000 glasses enjoyed every minute across the globe and we are thrilled to continue our highly successful collaboration. We are confident that the demand for our expanded Anthon Berg range with Baileys will only be strengthened, leading to incremental growth in the category. The range would be a perfect addition to the liquor section, positioned next to Baileys, creating a second sales opportunity," says Tim Lund Sydtoft, Travel Retail Director at Anthon Berg.

Launching in March 2024, Anthon Berg will release two new products exclusively for travel retail: The Baileys Marzipan Treats and the Baileys Marzipan Bar. Marzipan is another expertise of Anthon Berg and combined with Baileys Irish Cream this offers travelers a new level of premium adult indulgence: silky-smooth marzipan infused with the world's number one cream liqueur and finally covered in premium chocolate.



Anthon Berg Baileys Marzipan Treats