

Cloetta GTR launches new fruit-based candy



Red Band Real Fruit comes in two flavor mixes: Fruit & Berries and Fruit & Citrus

[Cloetta Global Travel Retail](#) has launched an innovative concept which is entirely new on the confectionery market: Red Band Real Fruit Candy. Described as 50% fruit, 100% candy!, the product delivers on key consumer trends and is an important part of Cloetta's strategy.

Consumers are increasingly looking for products with more natural ingredients. However, it is challenging to develop a product that contains a high level of fruit yet meets the consumers' expectations of candy. Fruit-based candy is a completely new type of product in the candy category and a result of long-term innovation and development work. The product, which contains 50% fruit and consists of natural colors and flavors, is vegan and has been developed in close collaboration with consumers to ensure the best result.

Using fruit from purée and fruit juices, the candy tastes fresh and has a naturally juicy bite, while maintaining a familiar candy-like texture, says the company. Red Band Real Fruit comes in two flavor mixes: Fruit & Berries and Fruit & Citrus. There are six flavors in each 200-gram standing pouch and the diamond-shaped candies have an illustration that reflects the corresponding fruit flavor.

The novelty product has been launched across markets under the company's existing local candy brand portfolio such as Red Band. Red Band is one of Cloetta's biggest and most valuable brands with roots going back to 1928.

Red Band Real Fruit is available to order now, and responses from the travel retail industry have been "overwhelmingly positive." Cloetta GTR's partner Dufry already confirmed first listings, and further listings are imminent.



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