

Cloetta launches Red Band travel retail exclusive sharing bag in two variants



Red Band Travel Retail Exclusive Sharing Bag (Sour Suckers)

Confectionery supplier [Cloetta Global Travel Retail](#) (GTR) has announced the launch of its Red Band Travel Retail Exclusive Sharing Bag in two variants: Swedish Fish and Sour Suckers. This new product is a sustainable spin on two previously existing products.

Red Band's Swedish Fish and Sour Suckers have built immense popularity in their respective domestic markets, with Swedish Fish boasting a consumer value of over €100 million (US\$109.54 million) in the USA and Sour Suckers leading as best sellers in Canada and the Netherlands.

As part of the company's ongoing commitment to environmental responsibility, the new Red Band Travel Retail Exclusive Sharing Bags are packaged in carton outer bags, reducing single-use plastic in their portfolio. Furthermore, they have increased portion sizes, thus ensuring that less plastic is used for the contents of the bag.

"We are delighted to introduce the new Red Band Travel Retail Exclusive Sharing Bag to our global audience," said Jana Stroop, Global Travel Retail Manager at Cloetta Global Travel Retail. "By combining the popularity of Swedish Fish and Sour Suckers with our commitment to sustainability, we aim to deliver not only a delightful treat but also an eco-conscious choice to our customers. This launch aligns with our vision of offering top-notch products that resonate with travelers' growing demands and values."

The Red Band Travel Retail Exclusive Sharing Bags are now available for purchase.