

# Ferrero to bring biscuit and tablet innovations to Summit of the Americas

✘ Ferrero will bring one of its latest innovations, Nutella Biscuits, to the event

[Ferrero Travel Market](#) has announced that it will be returning to the [IAADFS Summit of the Americas](#) event in April to showcase its latest innovations in the Food & Confectionery category.

"Ferrero is currently enjoying impressive growth across the Americas travel retail market, thanks in part to strong performance in leisure and holiday destinations, with some sites such as Mexico already performing above the levels seen pre-pandemic, and Panama, which plays a crucial role as a link between North and South America," explains a press release. "Looking to the future, Ferrero Travel Market has also identified the potential for growth in Latin America and on the West Coast as travel from key Asian markets recovers."

Sergio Salvagno, General Manager of Ferrero Travel Market said, "The Americas is a key market in this industry and has been an engine room for growth in travel retail in the wake of the pandemic. We are very pleased to be attending the Summit of the Americas with our valued partner Otis McAllister."

Ferrero will be bringing the latest innovations in its biscuit and tablet ranges to the event, which is taking place in West Palm Beach, Miami from April 18 to 21.

"Ferrero Travel Market is dedicated to enhancing the under-developed biscuit category in travel retail, through its leading brands Kinder and Nutella," notes the press release. "Under the branding of La Biscotteria, Ferrero has released three new products, Kinder Cards T(2x3), Nutella Biscuits T12 & T22. Kinder Cards and Nutella Biscuits have both enjoyed limited exposure in selected European domestic markets over the last three years. The positive response from shoppers has inspired Ferrero to introduce the range in airports, border stores and on ferries where passengers are often looking for a snack that will suit young and adults alike.

Meanwhile, The Ferrero Rocher Tablets, which come in three delicious flavors - milk, dark 55% cocoa and white, enjoyed a successful launch in travel retail last year, with the category providing new opportunities to engage shoppers with sharing and treat-size indulgences from their favorite brand. The launch of Ferrero Rocher Tablets into the fast-growing premium chocolate tablet category reinforced Ferrero's competitive position within the premium chocolate market. The three flavors are available in an exclusive travel retail multipack format for travelers containing 3 x 90-gram tablets."

Both the biscuit and tablets range will be rolling out in travel retail, with a focus on the USA. The full biscuit range will be available in US duty free stores from this month and Ferrero Rocher tablets will follow in May.