

Focus on the Americas: Nestlé International Travel Retail on new products and expansion



Three travel retail-exclusive KitKat products will be introduced to the Americas at the 2025 IAADFS event

Nestlé International Travel Retail (NITR) will highlight innovative new product developments, at the IAADFS 2025 Summit of the Americas in Miami, March 8-11 (Booth No. 707).

Key KitKat and Nestlé Sustainably Sourced Cocoa brands will be featured along with the latest additions to NITR's After Eight and Smarties offer as the company sets its sights on further growth in the Americas. Exclusivity and sustainability remain a key focus.

"We are delighted to be back at the IAADFS Summit of the Americas," said NITR General Manager Fred Porchet. "This important event is well-timed as we look to extend our footprint in this key yet diverse market, and especially in North America, through strong collaborations with existing and new partners.

"It's a massive market which includes not only airport and border stores but also the cruise sector. Whilst recognizing the many regional differences and preferences we believe we have the products, the marketing tools and knowhow to meet our partners' and their customers' needs.

"The Americas account for an already large part of our total sales in the global travel retail sector. Which can be increased by extending our network and by focusing on demand for exclusive products and experiences which only our category can offer."

Considering the challenges facing the confectionery industry, Porchet noted the impact of soaring cocoa and commodity prices on NITR's products and its strategy in travel retail. "We are determined to maintain an attractive, affordable and premium offer, based on shopper needs. In this context,

travel retail exclusive lines have never been more important,” he added.



The Nestlé Sustainably Sourced Cocoa chocolate range exemplifies NITR's dedication to travel exclusives

“Nestlé Sustainably Sourced Cocoa, our travel exclusive brand with key credentials anchored in sustainability and in Swiss chocolate expertise, was successfully launched last year. The brand underlines our mission to offer outstanding and indulgent products, an offer that meets current demands as well as those of the future.”

New product developments

An established travel icon, NITR’s KitKat is recognized as the #1 chocolate bar in the world, with strong levels of awareness (98%+) and consideration (90%+), a favorite with Gen Z consumers.

Three travel retail-exclusive products, which aim to add variety to KitKat ‘moments’ in travel retail, will be introduced to the Americas at the IAADFS event.

The KitKat Mix Pouch (372gr) contains four popular flavors, Peanut Butter, Salted Caramel, White and Classic while the 161gr KitKat Senses Miniatures invites travelers to discover the multi-sensorial chocolate taste sensation of Milk, Caramel and Hazelnut flavors in a miniature format. KitKat Ball (111gr) offers a crispy, light-textured chocolate snack to target all break moments.

The new launches will be backed by a 360-degree campaign encompassing the entire passenger journey, including pre-trip digital and social media assets, in-store activations and further post-trip promotions via social media.



The innovative Smarties Cool Creatures Set is designed to inspire creativity and learning

The Nestlé Sustainably Sourced Cocoa chocolate range, introduced in March 2024, exemplifies the company’s dedication to travel exclusives, responsible cocoa sourcing and premium chocolate craftsmanship. This exclusive travel retail line is crafted using cocoa certified by the Rainforest Alliance and procured through the Nestlé Cocoa Plan, a program established to foster a sustainable cocoa supply chain by enhancing farmers’ livelihoods and product quality.

The product line-up features four 170gr tablets with distinct flavors: Dark Chocolate with Blueberries, Almonds & Hazelnuts; Milk Chocolate with Raisins, Almonds & Hazelnuts; Milk Chocolate with Cranberries, Almonds & Hazelnuts and Milk Chocolate & Hazelnuts. Four 270gr tablets are available in Dark Chocolate, Dark Chocolate with Almonds, Milk Chocolate and Milk Chocolate with Almonds.

A 426gr pouch contains approximately 45 individually wrapped pieces in Milk Chocolate, Dark Chocolate, and Milk Chocolate with Hazelnuts completes the range. New to the offer is the 170g Dark Chocolate Thins pack of 20 individually wrapped premium chocolate squares in three varieties: 70% Cocoa, Cocoa Nibs and Salted Caramel. In line with Nestlé’s commitment to environmental sustainability, the packaging is designed to be recyclable.

NITR is targeting premium gifting with the latest additions to its After Eight range which include a 400g After Eight Limited Edition Strawberry and After Eight Sense of Place sleeves.

As the first global confectionery brand to transition to recyclable paper packaging, eliminating approximately 250 million plastic packs annually, Smarties continues to develop products with sustainability and interaction in mind. A fun, interactive and responsible choice for family gifting.

The Smarties Mini Sharing Bag (355gr) of approximately 24 mini boxes of Smarties, will be highlighted at the Miami show, along with the innovative Smarties Cool Creatures Set. Designed to inspire creativity and learning, this set includes four 34gr Smarties Hexatubes in recyclable paper packaging, four activity sheets, eight colored pencils, stickers, and a play mat. It encourages children to explore and customize sea creature toys, aligning with Nestlé's 'Learn Through Play' initiative.