

HARIBO and B&S celebrate first year of distribution partnership



A snapshot of HARIBO's stand at TFWA Cannes 2023

HARIBO and global distributor B&S are celebrating the success of the first year of their partnership in travel retail. B&S has connected HARIBO to its customers, mainly in Central and South Americas, expanding reach to travel retail locations in new countries. The company also provides additional regional support to key retailers in Middle East and Asia Pacific markets. Beyond product distribution, B&S supports HARIBO with further added-value services.

Gilles Hennericy, Director Sales, Travel Retail Haribo comments, "We have been delighted by the service quality and reliability of the distribution service provided by B&S throughout the past year and this has been a powerful support in our business growth over this period. As the post-COVID recovery continues to evolve, we find that our retail partners appreciate the level of flexibility and

speed of response that B&S provides. The support we receive from B&S is not only through reliable product distribution, but also in its wider range of specialist services. For our brand, this includes the support of brand ambassadors to drive the quality of in-store executions to ensure visibility for HARIBO. B&S has also invested in developing smarter back-of-house digital solutions to further support suppliers, including their digital B2B platform kingofreach.com providing a supplier portal available to track business development and share relevant documents and reports. As HARIBO continues to growth in travel retail, we look forward to further developing the strength of our relationship with B&S across the world.”

Robert Posthumus, Global Manager Brand Partnerships, B&S adds, “The first year of any new partnership in global travel retail can, of course, be challenging but the clarity of the understanding we share with HARIBO has delivered exceptional results. We have placed an operational focus on servicing retailers with a clear visibility for HARIBO products on our B2B ecommerce platform kingofreach.com and a comprehensive and reliable supply chain support system. We are delighted with the success of our first year of partnership and will continue to develop our relationship to bring HARIBO to stores across many regions.”