

Haribo reveals two new travel retail exclusive packs



Haribo invites travelers to take a sweet tour of Europe with its new My CityTrip pack

Haribo has launched two new packs which are exclusive to travel retail.

First up is the **My CityTrip** bag (700 g), featuring jelly candies in the shape of iconic buildings from ten European countries. They include Eiffel Tower (Paris, France); Big Ben (London, UK); Sagrada Família (Barcelona, Spain) and Belém Tower (Lisbon, Portugal). The shaped gummies are offered in a mix of flavors, including lemon, strawberry, orange, blueberry, raspberry and apple and in a resealable party size bag which is ideal for sharing and snacking.

The pack also includes a digital game that encourages customers to also share in an entertaining journey to learn more about Europe's most famous and historic structures featured in the pack. My CityTrip will reach travel retail stores in April 2025.



Haribo's Berry Clouds is exclusive to travel retail

In its second new pack launch, Haribo presents **Berry Clouds**, a resealable pouch (650g) featuring a triple-layer foam gummi with a soft, cloud-like texture. Every pouch of Berry Clouds packs blueberry, wildberry and strawberry flavors into cloud shapes. The new Berry Clouds sharing pack will be available exclusively in travel retail from April 2025 and will be offered worldwide.

Haribo is also celebrating double success in industry awards announced during the TFWA World Exhibition in Cannes in October. The Haribo and Maoam DuoPack Sour scooped Star Food & Confectionery Product of the Year at the Frontier Awards 2024 and the Haribo Giant Roulette Multi Flavours was voted Best Confectionery & Food Product 2024 at the Global Travel Retail Awards 2024 organized by TR Business.

Elisa Fontana, Director Marketing Travel Retail at Haribo, outlined the strategy behind the new launches. "We are pleased to present these exciting new innovations and product launches that further strengthen our support to our retail partners," she said. "The My CityTrip pack is specifically targeted at travellers in Europe, sharing a great range of flavors and textures alongside the stories of ten of the continent's most iconic structures and tourist sites.

"Similarly, Berry Clouds was developed in direct response to consumer feedback. Haribo began dreaming up Berry Clouds in 2020 and went through multiple rounds of testing and sample production before reaching pillowy perfection."

The pack was awarded 'Product of the Year 2022' in the US Consumer Survey of Product Innovation₂

awards, the world's largest consumer-voted award for product innovation.

“The travel retail channel needs to respond consistently to consumer demands for a regular flow of new, exciting products to meet their needs in flavors, textures and pack sizes and we are investing in a strong pipeline of innovation, driven by market insight and with in-store support,” Fontana added.

“Our research shows that product innovation works best when it is backed by the solid reassurance of a trusted, known brand. Presenting our new packs alongside trusted HARIBO global favorites, such as Goldbears and our top-selling packs in travel retail, including the Haribo and Maoam DuoPack Sour and the Haribo Giant Roulette, enables us to achieve our mission of giving the shopper the confidence to experiment with new packs, flavors, shapes and textures, driving conversion and spend.”