

Hershey WTR launches two exclusive assortment pouches



The 'Small' REESE'S (200 grams) and the Hershey 'Large' (500 grams) travel retail pouches aim to leverage the "growing appetite" of travelers for gifting and sharing

The Hershey Company World Travel Retail is launching two new exclusive products: the 'Small' REESE'S (200 grams) and the Hershey 'Large' (500 grams) travel retail pouches, in response to extensive consumer research and sales analysis. These insights have revealed a strong demand for high-quality confectionery options with an assortment of flavors that cater to sharing and gifting moments in the travel retail channel.

Hershey's consumer insights reveal that travelers in the retail market prioritize gifting and sharing, with an observed increase in sharing moments since 2021. As reported by m1nd-set, convenience, value for money, and indulgence are also key factors influencing their choice of confectionery.

Innovative new products

The REESE'S Small 200-gram bag stands out as the only mixed-flavor sharing item within The Hershey Company's Small Pouch travel retail exclusive range. It features an appealing combination of REESE'S Miniatures White Creme Peanut Butter Cups and REESE'S Miniatures Milk Chocolate Peanut Butter Cups, all individually wrapped.

The Large 500-gram Hershey pouch is ideal for gifting featuring a diverse assortment of HERSHEY'S, KISSES, and REESE'S treats. This variety pack comprises seven flavors, all individually wrapped, including HERSHEY'S KISSES Milk Chocolates, REESE'S Miniatures White Creme Peanut Butter Cups, REESE'S Miniatures Milk Chocolate Peanut Butter Cups, HERSHEY'S Milk Chocolate Miniatures, HERSHEY'S SPECIAL DARK Chocolate Miniatures, HERSHEY'S MR. GOODBAR

Chocolate with Peanuts Candy Bar Miniatures and KRACKEL Chocolate Candy with Crisped Rice Miniatures. The two new exclusive product pouches feature “Americana” branding and are designed to drive purchase intent and enhance the travel retail shopping experience.

Rebecca Wong, Global Director World Travel Retail at The Hershey Company, comments, “Understanding consumer behavior and trends drives our innovation at The Hershey Company. Our new travel retail pouches meet the evolving needs of today’s travelers, enhancing the travel experience with unique sharing and gifting options that delight consumers and encourage them to make more moments of goodness with our brands.”

To support the launches, The Hershey Company World Travel Retail will roll out an extensive in-store marketing campaign featuring hanging banners, shelf talkers, floor decals, and display side panels such as lightboxes, ensuring maximum visibility and engagement with travelers.

The exclusive pouches will be available for first delivery in August 2024. They will be launched in key airports in the Americas and in select European, Asian and Middle Eastern airports such as London Heathrow Airport, Paris Charles de Gaulle Airport, Chhatrapati Shivaji Maharaj International Airport, Hamad International Airport and Dubai International Airport.