

Lindt & Sprüngli TR to introduce chocolate novelties in 2022



Lindt LINDOR Bag Milk 100-g; the new product will meet the growing demand of self-treating and on-the-go snacking



Lindt NUXOR Ballotin Milk 165-g; will be available in travel retail for the first-time in 2022

Lindt & Sprüngli Travel Retail is updating its Lindt premium chocolate range with new brands, formats and pack re-designs in 2022, providing more magical moments for traveling shoppers and new sales opportunities for travel retailers.

Lindt LINDOR will be available in a new LINDOR Bag Milk 100-g format to meet the growing demand of self-treating and on-the-go snacking. When surveyed about this product, 88% of shoppers said they found the smaller 100-g bag format appealing. Containing eight irresistibly smooth melting LINDOR chocolate truffles, LINDOR Bag Milk 100-g is certain to be a popular choice among busy travelers looking for an indulgent treat while on the move.

Lindt & Sprüngli Travel Retail will also bring the popular Lindt NUXOR brand to the travel retail market for the first-time next year. NUXOR pralines combine velvety gianduja chocolate with roasted whole hazelnuts to create a unique, luxurious taste sensation. Making them an ideal gift for loved ones, NUXOR will be presented in classic gold ballotins available in classic Milk 165-g and travel retail exclusive Milk & Dark Assorted 165-g variants.



Lindt NAPOLITAINS Carrier Box 500-g; the re-vamped range will be supported by a POS activation under the theme of “Time to Travel”

Additionally, the best-selling Lindt NAPOLITAINS range will be re-launched with a new pack design to increase visual appeal and generate brand awareness among shoppers. Changes will include more visible on-pack messages to effectively communicate the six NAPOLITAINS flavors and the number of chocolate pieces contained within each box. The re-vamped NAPOLITAINS range will be supported with a POS activation under the theme of “Time to Travel.”

The latest launches will enable travel retailers to take full advantage of the all-important gifting category, which continues to be a key consideration for duty free shoppers. According to Lindt &

Sprüngli Travel Retail, recent studies have shown that half of European travelers will most likely consider confectionery for a gifting occasion, especially when traveling for leisure or visiting friends and family.

“With growing numbers of passengers returning to the seas and skies, travel retailers will need to ensure that they are offering the right mix of products that consumers are actively searching for. In the confectionery aisle, this will encompass a strong core range of best-selling lines and innovative novelties from leading brands that shoppers know and trust.

“As a much-loved confectionery brand with global appeal, Lindt is ideally placed to help travel retailers meet the various needs of confectionery buyers. The launch of LINDOR Bag Milk 100-g and Lindt NUXOR, as well as our re-designed Lindt NAPOLITAINS range, will bring much-needed innovation to the travel confectionery market, providing travelers with exciting new products to suit every occasion - from gifting to self-consumption and on-the-go treating,” explains Peter Zehnder, Head of Global Duty Free, Lindt & Sprüngli.