

Lindt & Sprüngli rebrands to Lindt GTR, eyes category growth



The Lindt booth at TFWA WE Cannes 2022

Lindt & Sprüngli Global Travel Retail is showcasing its ambitions and roadmap for growth in the chocolate category through a raft of developments across its business.

Reflecting the evolution of its business over the years since forming a dedicated business for the channel, Lindt & Sprüngli Global Duty Free has become Lindt & Sprüngli Global Travel Retail.

"Under this new guise, Lindt & Sprüngli Global Travel Retail is set to implement a new category vision aimed at driving growth in the luxury chocolate category," reads the press release.

During the TFWA World Conference & Exhibition in October, select retail partners were given a sneak preview of the vision which will be formally released within the next year.

Confectionery being one of the most accessible and impulse driven categories in TR, it is crucial to understand triggers, behaviours and occasions to identify the needs and drivers which lead to

purchasing decisions, said the company. Lindt GTR has conducted extensive research, based on a unique globally applicable framework consisting of 5 *Demand Pillars* for chocolate (TREAT, INDULGE, RECHARGE, CONNECT, DELIGHT) - that define the overarching needs of confectionery shoppers.

"Lindt GTR looks forward to sharing details on how this vision will open up a rich world of opportunities for category growth in the coming months," the release continues.

Portfolio vision

Underpinning Lindt's category vision is its portfolio of iconic luxury chocolate brands, which will be strengthened for 2023 and beyond with a number of new formats across its core lines.

The iconic and irresistibly smooth LINDOR range will be strengthened with the launch of a new premium LINDOR Gift Box 287-gram, combining a premium travel retail exclusive look with a number of other design cues. This novelty addresses the often overlooked year-round gifting opportunity, with 90% of purchases intended for gifting outside of festive seasons.

Lindt NAPOLITAINS – the iconic travel gift - will be expanded with an exciting TR-exclusive format for on-the-go snacking and sharing. Lindt NAPOLITAINS Assorted Bag 85-gram is aimed at the biggest growth pillar within the category – as means of self-refuelling in between flights. The format will appeal to shoppers in the premium segment while expanding the brand's presence at cash tills and other impulse locations.

Appealing to specialized gifting, the NAPOLITAINS Carrier Box 500-gram are enveloped with Destination Sleeves, including destinations like Switzerland and Dubai, which cater to the increased demand in souvenirs for duty free shoppers in search of gifts unique to the destination they are travelling to/from to embody the spirit of travel.

With a view to increasing gift-ability in the tablet segment, Lindt's Gold & Silver 300-gram Tablets Messages Sleeves will offer gifts that speak for themselves. Featuring messages such as 'Thank You', 'I Love You' and 'Thought of You', the sleeves create a strong proposition in a segment which sits behind boxes, tubes and tins as a gifting format.

10 new pralines with contemporary ingredients and a focus on quality and variety of flavours form the new generation of the Swiss Masterpieces. Packaged in a new and modern design with a metallic effect and gold tone finished off with a real bow, the Swiss Masterpieces come in 143-gram, 193-gram and 386-gram.

Recently launched in 2022, the NUXOR offers velvety and creamy Gianduja chocolates with crunchy whole roasted hazelnuts presented in elegant ballotins. The premium 165-gram box containing individually gold-wrapped pralines are available in two variants – Milk and Milk & Dark Assorted.

Peter Zehnder, Head of Lindt Global Travel Retail said, "With the industry transitioning from recovery mode into an exciting period of opportunity and growth, we have been delighted to share with our partners news of investment, innovation and insight across our portfolio and wider travel retail business. As shopper behaviour continues to evolve rapidly in travel retail it is vital that we work with our partners to respond to these dynamics. Our new category vision lays out a clear roadmap for the chocolate category and offers valuable insights into the opportunities for growth, while the latest novelties in our portfolio ensure we have an offer that directly addresses these opportunities."