

Making memories: Mondelez WTR introduces Milka Gifting Pralines



'Say It With Milka': Mondelez World Travel Retail is introducing its latest campaign into selected airport stores

Mondelez World Travel Retail (WTR) has enhanced its gifting offering with new Milka Gifting Pralines made from 100% Alpine Milk chocolate.

The travel retail exclusive product advances Mondelez WTR's category vision by delighting travelers through an expanded winning portfolio.

Introducing the 'Say It With Milka' pralines range, the pralines embody Milka's signature velvety smoothness and rich flavor profile. Crafted with three distinct flavors and infused with 100% Alpine Milk, the pralines aim to transform how travelers' gift and satisfy their cravings.

Heart-shaped pralines filled with Hazelnut crème include a 'With Love' message. The gift-box-shaped pralines filled with Milk crème target gifting for special occasions such as reunions or celebrating a homecoming with 'Happy To See You' while clover-shaped pralines filled with Cocoa crème have a 'Thank You' message. Travelers looking to add an extra special touch can personalize

their purchase by writing a note to family and friends inside the box.

Launched in February 2024, the engaging 'Say It With Milka' activation includes eye-catching point of sales displays and videos showcasing Milka's premium craftsmanship and quality. Interaction from travelers is encouraged in the standout campaign which features in select airports around the world including Warsaw, Prague, Zagreb, Rome and Paris.

Dogus Kezer, Marketing Director at Mondelez World Travel Retail, said, "We are excited to introduce 'Say It With Milka', a product exclusive to the travel retail channel where gifting plays a significant role in accelerating conversion. By embracing the growing trend of personalization, 'Say it With Milka' offers a unique and memorable gift that enables travelers to express their feelings to their loved ones in an authentic and delectable way. This further highlights Mondelez WTR's commitment to driving the growth of the confectionery category by meeting the evolving needs of travelers."