

# Mars & KIND announce partnership to launch BE-KIND snacks into travel retail



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Mars Wrigley International Travel Retail (MITR) will introduce BE-KIND products to travel retail following its parent company, Mars Incorporated, becoming strategic partners with Kind LLC, a leader in the US snacking category.

As part of the agreement, the two companies will partner to grow KIND product offerings and business globally, utilizing each other's strengths, in this case using MITR's expertise in the travel retail market as of 2020. Three winning variants will be available.

Raghav Rekhi, Mars Wrigley ITR Category Director said: "Travelers are looking for more on-the-go snacking options that work for their diverse needs. We believe there is tremendous opportunity to build on the success of KIND's portfolio in the global travel retail market as we continue to broaden our portfolio to address evolving consumer needs."

Kind LLC, founded in 2004, was one of the first snack brands to eschew artificial flavors and preservatives and put a nutrient-dense food whole nuts as the first and predominant ingredient. Consumers enjoy a variety of choices when it comes to snacking and Kind LLC has a proven and strong portfolio of products people love.

Mars Wrigley ITR will take the lead in expanding the BE-KIND brand on to the shelves of international travel retail.

This collaboration allows Mars to broaden its business and gain entrance into an increasingly popular category, bringing the brand motto *“Do the KIND Thing for your body, your taste buds & your world”* to the market. This highlights Mars’ commitment to ensuring its products meet consumer demands and eating habits, including offering a variety of snacking options.

The partnership will allow Kind LLC to continue to drive positive change – on a worldwide scale. The KIND promise, built on a foundation of nutrition principles, has guided the company’s innovation since its founding.

Daniel Lubetzky, Founder and CEO of Kind added: “When we introduced our first whole nut and fruit bar in 2004, we set out on an ambitious mission to do things differently. We’re proud to partner with Mars, a family-owned, principles-driven company with a proven track record of holding a long-term view and look forward to working with them to make this a better world for future generations.”