

# Mondelez relaunches Milka with new taste and design



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Following three years of development and engagement with over 3,000 consumers, Europe's biggest brand relaunch in 25 years has arrived. Mondelez has unveiled the new Milka.

For more than 120 years, Milka has represented indulgence and incomparable taste. The revised recipe includes more cocoa for a more chocolatey taste and is gently blended with Alpine milk to deliver 100% tenderness.

Milka's iconic packaging has been re-illustrated to depict an authentic expression of the brand's Alpine home, with dramatic layers, texture and tone to achieve depth and magnitude.

Milka has also introduced delicious new innovations for travelers including the new flavor of famous big size tablets, Nutty Choco Wafer, which has already become a beloved flavor for consumers in Germany and Austria. From November, the best-selling hazelnut pieces, strawberry, and Alpine milk pralines will be available in a mixed bag format.

Cocoa Life, Mondelez International's global cocoa sustainability program, will play a more prominent role in the new packaging design, with the logo moving to the front of pack. The Cocoa Life logo signifies that Milka is made from 100% sustainably sourced cocoa and will aid travelers in making sustainable purchasing choices.

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"We know that taste is what people value the most when choosing chocolate and that taste appreciation is the number one driver of equity. To top a year of big investment to the core of our portfolio, we believe this brand refresh will make the Milka brand proposition bolder and delight current users while attracting new consumers to the brand," says Clare Lumb, Marketing Manager, Milka MEU.

“As a brand, Milka is widely beloved for its distinct message of tenderness and the sense of joy that it brings to the travel retail environment; this relaunch further strengthens the brand as an icon of tenderness. At Mondelez WTR, we are confident that, particularly given how stressful travel can be lately, this renewed emphasis on tenderness will resonate with traveling consumers and remind them of familiar joy of their favorite chocolate. Milka has a rich heritage, particularly in Europe, which makes it a brand that travelers trust, positioning it as a strong brand to leverage, drive conversion and accelerate growth,” adds Dogus Kezer, Marketing Director, Mondelēz World Travel Retail.