

Mondelez WTR opens first ever “shop in shop” in Amsterdam



Toblerone and Milka displays in the Amsterdam "shop in shop"

[Mondelez World Travel Retail](#) (WTR) is expanding its experiential offering through the introduction of its first ever boutique-style “shop in shop,” in partnership with [Schiphol Airport Retail](#) and [Gebr. Heinemann](#).

According to the company, the new premium experience features brands like Toblerone, Oreo and Milka and emphasizes Mondelez WTR’s evolved category vision, which aims to deliver enhanced category awareness alongside unique experiences.

The 62-square-meter store is a collaboration between Mondelez WTR and Schiphol Airport Retail, with a focus on greater personalized gifting options, many of which are unique to Amsterdam. Using the latest technology, the Toblerone sleeve printer allows shoppers to personalize their 360-gram Toblerone bars. In addition, ribbons in multiple colors can be personalized and instantly printed in store, adding an extra special touch to purchases.

Alongside a variety of unique and innovative gifting options, Mondelez WTR is also championing a sense of place, a concept it pioneered within the industry many years ago. Paying tribute to Amsterdam, the shop features a special gifting station in the shape of the iconic Dutch windmill and a biscuit section designed to look like a Dutch bakery; both features connect the space to its surroundings and give it a localized look that can only be found in Schiphol Airport. Shoppers can also purchase Amsterdam-themed Milka and Toblerone bars, the perfect souvenir to bring back from

travels. In addition, an exclusive Amsterdam bag is offered as “gift with purchase,” further elevating the sense of place concept and adding more value for the shopper.

In addition, an artificial tulip wall provides travelers with a photo opportunity, and the newly launched Toblerone equity design will be featured in-store alongside a giant screen for passengers to play a game. The bakery section brings further engagement, with travelers invited to enjoy an Oreo Game in the shop.



From left to right: Jens Peter Peuckert (Marketing Director, Gebr. Heinemann), Martine de Lang (Deputy Managing Director / Head of Operations, Schiphol Airport Retail) and Jaya Singh (Managing Director, Mondelez International WTR)

Jaya Singh, Managing Director, Mondelez International WTR, said, “As pioneers of sense of place, it brings me great joy to see how the Mondelez team brings innovation to concepts we have championed for nearly a decade. We have continued to enhance what sense of place looks and feels like and this latest project ticks all the boxes with its design elements unique to Amsterdam. We are grateful to Gebr. Heinemann and Schiphol AirPort Retail for supporting our vision of elevating confectionery awareness and growing the category by working with us on delivering a unique experience for travelers to remember long after they have returned home.”

Simon Asmus, Managing Director, Schiphol AirPort Retail, added, “Today’s traveler is not simply seeking out a product. They are seeking out an experience, something unique and exciting that they can’t get anywhere else. That is where travel retail steps in with a strong advantage. We have consumers passing through our duty free on a daily basis in large numbers. Through this powerful partnership with Mondelez and Gebr. Heinemann, we hope to deliver an experience that stops travelers in their tracks whilst also ensuring they remember their time in Amsterdam as one that is memorable.”

Jens Peter Peuckert, Director Marketing, Gebr. Heinemann, said, "In order to be constantly innovative, we team up with partners that are equally willing to push boundaries. Our productive companionship with Mondelez and Schiphol shows what collaborative efforts can achieve in terms of setting new standards for how activations excite, engage and invite consumers to enter duty free shops. With the "shop in shop" concept, we underline that we stand for a spectacular assortment as well as unforgettable experiences."