

Nestlé brings travel retail exclusive to Hainan Expo



As part of the Nestlé stand at the Expo, NITR will have a dedicated area to highlight key travel retail brands: KIT KAT, SMARTIES and NESTLÉ SWISS



Nestlé International Travel Retail (NITR) is delighted to be participating at the China International Consumer Product Expo, which will be held at the Hainan International Convention and Exhibition Center, Haikou, on May 7 - 10. As part of the Nestlé stand at the Expo, NITR will have a dedicated area to highlight key travel retail brands: KIT KAT, SMARTIES and NESTLÉ SWISS. Travel retail exclusive brand, NESTLÉ SWISS, will also be showcased in a separate area within the exhibition with other Nestlé brands to illustrate the company's "Swissness."

At the Expo, visitors will be able to experience the most recent additions to the Nestlé portfolio including the new KITKAT Senses Tablets, available in three indulgent flavors: caramel crisp, cookie crumble and hazelnut crunch. Inside each bar is a shareable treat with ten rows of irresistible inclusions on a classic KITKAT wafer, enrobed in a smooth milk chocolate coating. These Tablets join the highly successful KITKAT Senses range including Mini Moments and Mini Desserts.

SMARTIES, the first children's global confectionery brand to move to paper across all formats, offers a wonderful range of "learn through play" products in travel retail, a variety of which will be on display in Hainan. Front and center: SMARTIES Travel Retail Exclusive Music Creator, which is perfect for every musical child with its included flute, music book and links to digital content. SMARTIES Giant Tube, Creator Book, Toppers and various sharing bags and pouches will also be available.

NESTLÉ SWISS has been a true success story in travel retail, delivering 100% Swiss chocolate and a 2

true brand experience. Deliciousness wrapped, the latest introductions from NESTLÉ SWISS include 170-g Indulgent Tablets in four flavors: dark chocolate with candied orange peel pieces and cocoa nibs, milk chocolate with cranberries, hazelnuts and almonds and milk chocolate with grapes, almonds and hazelnuts and new addition, dark blueberry.

“During an exceptionally challenging 12 months the bright light of international travel retail has been Hainan. As such it is exciting for Nestlé’s travel retail division to be part of this expo. We are delighted to exhibit as part of the Nestlé China corporate stand, introducing a unique portfolio of globally loved confectionery brands which stand out from the domestic market by being exclusively available to travelers,” says Stewart Dryburgh, General Manager, NITR.