

Nestlé ITR builds coffee portfolio across travel retail



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Momentum is building behind Nestlé’s coffee portfolio travel retail roll-out, in line with the company’s ambition to build food into the #1 most purchased category in the channel. As previously announced, this ambitious strategy will be delivered via its VERSE model, which harnesses Value, Engagement, Regeneration, Sense of Place and Execution.

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“We know that there is a huge amount of untapped potential for coffee in the travel retail channel. The findings of the m1nd-set research study we commissioned last year revealed that 84% of travellers said they were more likely to buy coffee in travel retail, for consumption during their trip, or for family/self-gifting purposes. Importantly, 69% of travellers questioned said they preferred global brands to local brands – a hugely encouraging result for Nescafé, the world’s leading coffee brand,” says Stewart Dryburgh, General Manager, Nestlé ITR.

To support the launch of the Nescafé Gold Roastery Collection in Dubai Duty Free, Nestlé has created a combined out-of-home (OOH) and digital media campaign, which is running throughout November and December. "The OOH elements cover the full boutique network at Dubai International Airport, while the digital campaign aims to bolster pre-trip awareness, alongside in-trip conversions," says the press release.

Nestlé’s Nescafé Gold Roastery Collection is initially available at Terminals 1 and 3 and is also listed on www.dubaidutyfree.com.

Additionally, digital media campaigns have been created to support pre-trip awareness and in-trip conversions for Qatar Duty Free shoppers. The Dubai OOH campaign is likely to have reached FIFA World Cup fans on shuttle flights from Dubai to Doha, as it covers JCDecaux's Boutique Digital Network across the terminals. At Singapore Changi, the focus has been on Nestlé Roastery gondolas, which have been installed at T2 Central and T4 Central.

"The latest data from Generation confirms that food is leading the post-COVID recovery in travel retail. Sales for this category grew by an impressive +252.5% in first-half 2022 versus the same period in 2021. This bodes well for Nestlé's food ambitions in general, and for the untapped coffee segment in particular," adds Dryburgh.