

Nestlé International Travel Retail underlines commitment to innovation



This year, NITR will extend its Nestlé Swiss Indulgent Tablet range with the release of NESTLÉ SWISS Dark Blueberry 170 grams

Leading the way in the confectionery category, with a high-profile showcase of its latest products at the TFWA World Exhibition in Cannes next month (Beach Village 1, Beach 07), Nestlé International Travel Retail (NITR) will showcase its commitment to innovation.

Earlier this year, NITR announced its 10 in 10 ambition to double the size of the confectionery and fine foods category to \$10 billion (USD) in the next 10 years. All new releases in line with NITR's plan to drive growth are based innovative methods, new product development and SOUL: Story, Occasion, Unique and Local.

NITR will unveil new additions to its KITKAT and NESTLÉ SWISS brands, an important new sustainability initiative with SMARTIES and the debut of BACI.

Stewart Dryburgh, General Manager of Nestlé International Travel Retail, said: "Our ground-breaking 10 in 10 plan is dedicated to leading the way in the confectionery and fine food category. This growth will require innovation across our great brands. In Cannes we are delighted to be bringing to the

market both new and exciting products for shoppers and retailers, but also important new initiatives and ideas to ensure that our business is not just growing, but also sustainable for the planet.”

Visitors to the high-profile NITR stand in Cannes will be introduced to the travel retail exclusive KITKAT Gold Traveler’s Limited Edition. This premium-sampling proposition offers the travelling shopper the chance to get in on the buzz and sample the new KitKat Gold bars. The special gold pack contains three four-finger Gold KITKAT bars with a caramelized flavor in a special snack and sharing format, which offers an elevated indulgent experience for consumers. Set to hit the market in Q2 2020, these will inspire travelers to break in style, building buzz and excitement among shoppers.

A true success story, driving category growth by adding real value to the tablets and informal gifting segments, Nestlé Swiss delivers the best quality, 100% Swiss chocolate and a true brand experience.

This year, NITR will extend its Nestlé Swiss Indulgent Tablet range with the release of NESTLÉ SWISS Dark Blueberry 170 grams. Perfect for sharing it combines dark Swiss chocolate with blueberry, almonds and hazelnuts in an exciting new creation. Hitting the market in March 2020, the product combines more than 100 years of chocolate-making expertise with sustainably sourced cacao and visible fruit and nuts for a truly indulgent taste.

Sustainability Pledge

Sustainability will be a key talking point for NITR in Cannes this year. The brand recognizes that growth can’t come at the expense of the planet and is joining the fight to stop plastic waste from polluting the Earth. As part of this sustainability drive, Nestlé has pledged to remove all single use plastic from our SMARTIES range by the end of 2020, so that the brand is the kids’ friend and parents’ ally to the world we live in.

Finally, in Cannes, NITR will introduce BACI to the travel retail market. This Italian chocolate, which has been an expression of love and affection since 1922, will debut with five different iterations to capture the heart and imagination of travel retail shoppers. Up for grabs: the BACI PERUGINA Original Dark Chocolate Truffles Bag, the BACI PERUGINA Original Dark Chocolate Truffles Bijou, the BACI PERUGINA Milk Chocolate Truffles Bijou, the BACI PERUGINA Extra Dark 70% Chocolate Truffles Bijou and the BACI PERUGINA Original Dark Chocolate Truffles Box, which

The full BACI range will be released on September 1.

Merchandising Moves

Plus, on show in Cannes will be the highly-successful and innovative NITR merchandising solutions, which have been rolled out across travel retail this year. The iconic KITKAT bus, now in most major airports across the world, is a perfect example of how NITR is driving Story and Localness to help further the category.