

Nestlé ITR innovates in Orlando with new product additions



Set to launch in March 2020, NITR extends its existing Nestlé Swiss indulgent tablet range with NESTLÉ SWISS Dark Blueberry 170-gram

Nestlé International Travel Retail will be returning to Orlando this year for the Summit of the Americas exhibition, where it will present its new products and continue to capitalize on its “10 in 10” strategy (booth 15).

Set to hit the market this year, the new products include the travel retail exclusive KITKAT Gold Traveler’s Limited Edition, which contains three four-finger Gold KITKAT bars with caramelized flavor in a special snack & sharing format.

Plus, the extension of Nestlé’s existing Nestlé Swiss indulgent tablet range with NESTLÉ SWISS Dark Blueberry 170-gram. Set to launch in March 2020, this product brings together more than 100 years of chocolate-making expertise with sustainably sourced cacao and visible fruit and nuts for a truly indulgent experience. It combines generous amounts of blueberry, almonds and hazelnuts in an exciting new creation.

Visitors can attend the London-themed presentation of NITR’s indulgent after-dinner mint treat, After ¹

Eight Mint Chocolate Thins. On shelves now, the unique 400-gram travel retail box showcases the UK origins of the iconic chocolate by bringing the London skyline to life. The item offers buyers a sophisticated gift opportunity to enhance their evenings with friends and family.

Last, but by no means least, NITR will also highlight Baci, an internationally- recognized brand, popular the world over for its taste, quality and Italian heritage. The word “Baci” means “kisses” in Italian and the original dark Baci are popular in 55 countries. This is a luxury brand, which will appeal to discerning gift-buyers, as well as those who are fans of the immensely popular trend for dark chocolate in the market today. Currently, the travel retail range includes four decadently dark offerings.

These new products have been developed and launched to meet category growth drivers identified by research conducted for NITR, which form the basis for its “10 in 10” strategy. Launched last year, initiative aims to double the size of the travel retail confectionery and fine foods category to US\$10 billion in the next 10 years and sits alongside NITR’s SOUL approach: Story, Occasion, Unique and Local.

Stewart Dryburgh, General Manager, NITR, says: “We’ve been extremely pleased with the positive response we’ve received from the majority of our customers to “10 in 10” and are looking forward to having in-depth discussions about this initiative with our retail partners in the Americas.

Following exclusive research into the buying habits of 34,000 consumers across 19 markets worldwide, NITR’s understanding of shoppers’ needs is demonstrated by our new product launches & activation concepts that we look forward to sharing with our partners in what continues to be a vital region for NITR.”