

# Nestlé ITR discusses staying relevant and putting VERSE model into practice



Aura Sanchez Farrera, Global Head of Marketing at NITR

This Chocolate Day, *Global Travel Retail Magazine* is happy to share a sweet news update on Nestlé International Travel Retail (NITR). The publication sat down with Aura Sanchez Farrera, Global Head of Marketing at NITR, ahead of the Day to learn more about how its VERSE model is materializing and Nestlé's effort to stay ahead of the game in every corner of confectionery and fine food the category.

Sanchez Farrera says considering the age of cross-generational brands such as KitKat and Nescafé, it is a challenge to reinvent classics when it comes to recruiting and engaging Gen Z. However, as “the beating heart of confectionery” and a voice of the category, Nestlé has been able to reach new heights – particularly, with the support of these two names. As hero brands among its diverse portfolio, KitKat and Nescafé have helped to well position Nestlé in order to connect with this generation.



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Along with drawing on its timeless quality and famous tagline: “Have a Break, Have a KitKat,” Nestlé works to stay relevant by generating visibility via creative methods like music festivals, sporting events, innovative partnerships and design modifications to find an ongoing presence within social culture and commentary. Recently, the company teamed up with meditation app [Headspace](#) to promote the importance of taking a break – literally. Sanchez Farrera points out this demonstrates a shift in marketing approach from delivering prime content and applying a concentrated strategy. Offering limited details, she says brand mash-ups with other snacking brands are in the works.

“It’s necessary to join forces with partners – some of which can collect data more quickly or more effectively, or have greater market penetration – to remain on the pulse of the industry,” says Sanchez Farrera.



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### Growing business

Following the launch of its VERSE model (Value, Engagement, Regeneration, Sense of Place and Execution) at TFWA Cannes in 2022, NITR will take the opportunity at this year’s show to share how the model has materialized in its early stages. Dedicated to building food into travel retail’s number one most purchased category by 2025, NITR is focusing on developing two parts of its business: coffee and VMS (Vitamins, Minerals and Supplements).

Taking time to establish and navigate a plan of action, NITR launched a pilot program in Zurich and Athens earlier this year. As shared by Sanchez Farrera, it was essential that the company form a clear connection between Nestlé and the growing VMS segment to help guide the consumer.

“NITR has already received commercial interest to capitalize on this opportunity and we don’t want to lose momentum. With the overall goal to launch a global rollout, more news is coming soon,” she adds.

By promoting its VERSE model across confectionery and encouraging others to build a category-level approach, NITR believes it will meet its objectives and lead others in the same direction – if they’re not already on their way.

### The right formula

Although having invested in its sustainability plan for years, Nestlé has stayed quiet about its brand success stories. However, Sanchez Farrera says the company is taking a new stance and wanting to share not only its list of short-term and long-term commitments, but also where it is on the path to success. New to the agenda, select brands will be designated to represent each commitment in a consumer-engaging way and serve as “spokesperson.” Commitments will tie into the core sustainability message of the brand.

Speaking about Nestlé's income accelerator program, which aims to improve the livelihoods of cocoa-farming families and close the living income gap for cocoa-farming communities, Sanchez Farrera says Nestlé is currently planning media trips to West Africa to offer outsiders a look at its work and the chance to connect with families on a personal level. The company will also rely on key opinion leaders, influencers and shareholders to help share its story.

According to Sanchez Farrera, the formula is as follows: showcase Nestlé's sustainability proof points, share where the company is on its way to making these commitments, present figures and data and provide testimonials.