

# Nestlé ITR returns to Singapore with mission to drive category growth



## Nescafé Azera Americano Instant Coffee

Nestlé International Travel Retail (NITR) returns to TFWA Asia Pacific this year with a Hospitality Suite (Basement 2, L32), dedicated to showcasing the company's continued mission: to build food into travel retail's number one most purchased category.

This will follow Nestlé ITR's sponsorship of the opening conference welcoming coffee on Monday, May 8, where delegates can experience Nescafé® Roastery Coffee and "have a break" with delicious KitKat® Senses Mini-Desserts and Mini Moments.

Inside the suite, Nestlé ITR will display new product launches from key brands KitKat®, Smarties®, Nestlé Swiss® and Nescafé®. These will include the KitKat Roasted Almond Senses Tablet, KitKat Peanut Butter Gift pack and KitKat two flavor Mix Sharing bag (including new white variety).

From Smarties comes the Cool Creatures set, designed to inspire imagination and sea exploration through learning and augmented reality. The new set features four sea-creature construction sheets, one playmat, eight pencils and sticker sheets. Plus, four mini tubes of Smarties, tasty milk chocolates coated in crispy, colourful shells, in recyclable paper packaging.

A Milk Chocolate and Hazelnut addition joins the Nestlé Swiss 170-gram tablet range, continuing to offer travellers more choice for this travel retail exclusive brand.

As shared by the company, for the increasing number of retailers seeking to widen their food and beverage offer, Nestlé is providing new opportunities with both the Nescafé Roastery Collection and new Nescafé Azera Americano – a barista-style coffee collection in original, decaff and intense

options, designed to appeal to younger consumers.

“We are delighted that the exhibition is now back post the COVID-19 pandemic; reflecting the ongoing recovery within the region,” says Nestlé ITR Global Head of Marketing Aura Sanchez. “This will be my first time at the show, and I am very excited to be meeting with our regional customers and partners, reinforcing our relationships and continuing to drive our ambition of Food becoming the number one most purchased category, delivered through our VERSE model (Value, Engagement, Regeneration, Sense of Place and Execution).

“The show comes not long after another highly successful appearance for Nestlé ITR at the China International Consumer Product Expo in Hainan, where we had a tremendous response from Chinese consumers for our travel retail portfolio. Now that the Chinese can travel again internationally, we see many opportunities for our brands as chocolate consumption per head continues to grow.”

Most notable in Hainan, adds Sanchez, was consumer interest in Nestlé’s sustainable agenda – indicative of the global shift towards the expectation of CSR from all brands. Regeneration is a key element of VERSE and, in Singapore, the company will be presenting various aspects of Nestlé’s commitment to an environmentally and socially responsible agenda – much of which has important application within the travel retail channel.

For example, plastic-free packaging has now been introduced for all Smarties products, while 2022 saw the introduction of the KitKat Vegan traveler’s pack. According to the company, traveling consumers purchasing Nescafé Roastery and Azera Collections can rest assured that every jar or can purchased meets Nestlé’s ‘Cup of Respect’ whereby coffee is grown, manufactured, packaged and enjoyed respectfully while the Nestlé Income Accelerator Program, helping farmers to reach a living income, was awarded Sustainability Hero status during the *TRBusiness* Sustainability week. All these innovations stem from a company committed to using Nestlé’s global scale, resources and expertise to contribute to a healthier future for people and the planet.

‘We believe that, as part of the Nestlé family, we are in a very strong position to offer retailers and airports guidance on consumer’s sustainable expectations and work with them to not only reach but surpass their CSR ambitions,’ says Sanchez.