

Nestlé ITR says YES! to healthy snacks and better treats



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As part of its "10 in 10" ambition to double the size of the confectionery and fine foods category to (USD) \$10B in the next 10 years, Nestlé International Travel Retail (NITR) is driving its range of YES! snacking bars in global travel retail. Now wrapped in recyclable paper packaging, this range of delicious, natural & healthy snacks meets consumer needs in one of NITR's ten category growth drivers: healthy snack, healthy treats.

YES! the "Tasty by Nature" fruit and nut-based, gluten-free bars are available in seven flavor combinations (suitable for both vegans and vegetarians, respectively). The nut bars are a source of protein, high in fibre and contain no palm oil, while the fruit bars contain no added sugar.

The ingredients and design of the products represent the assuredly "natural" focus that NITR hopes will lure in creative and curious "taste explorers" looking for a new snack experience to be enjoyed anytime, anywhere.

For global travel retail, YES! 32-35-gram fruit bars will be available in packs of three. The tangy flavors are Raspberry & Chia, Pineapple & Coconut and Cranberry & Dark Chocolate, while the nut bar offers the decidedly decadent Dark Chocolate, Sea Salt & Almond. All of the cocoa used in the nut bars comes from sustainable sources that are UTZ certified, ensuring a better quality of life for cocoa farmers.

Forgoing the use of plastic, YES! bars are packaged in recyclable paper from sustainable forests and contain messages encouraging consumers to "close the circle" by disposing of the empty casings in the correct recycling bin in a bid to "join forces and help nature together."

Stewart Dryburgh, General Manager, NITR, explains: "NITR consumer insights have shown that 'Better For You' is one of the three key reasons for purchasing by travelers and, within that, healthy snacks and better treats are driving category growth. YES! bars are ideal to meet this need, particularly now that they are in recyclable packaging. We see them as being particularly suitable for the point of sale tills, ideal as impulse purchase items to increase average basket size.

Innovation and new product development are at the heart of our "10 in 10" ambition and we are truly excited to unveil these new additions to our range."