

Nestlé ITR returns to Summit of the Americas with five key focus brands



A variety of new products will be presented, including a four-flavor KitKat Mix Sharing Bag

[Nestlé International Travel Retail](#) will return to the [Summit of the Americas](#) in April, where it plans to "present its ambition to build food into travel retail's #1 category to the region's buyers," according to a press release.

"As previously announced, this ambitious strategy will be delivered through the VERSE model, which

harnesses Value, Engagement, Regeneration, Sense of Place and Execution. Nestlé will bring VERSE to life on its booth through key focus brands KitKat®, Smarties®, Nestlé Swiss® and After Eight®, along with non-confectionery brand Nescafé®."

Alongside core ranges, new products presented at the Summit of the Americas will include:

KitKat: Alongside the new KitKat Vegan bar and KitKat Senses Tablets, travel retail markets will see the arrival of new Pistachio and Lotus Biscuit flavors for KitKat Senses Mini Moments; a four-flavor KitKat Mix Sharing Bag (replacing Honeycomb with new White flavor, along with Dark, Milk and Orange); and updated flavors (Peanut Butter, Milk and White) for the KitKat Chunky Mix Gift Pack.

Supporting the brand's presence in travel retail is the global KitKat Live Your Break campaign, using the tagline 'Break in a World of Flavor.' The campaign, which uses 360-degree digital communication tools to target consumers across their full travel journey, is now live across key airports including within Latin America.

Smarties: Having switched to 100% recyclable paper packaging, Smarties continues to lead the sustainable narrative for confectionery within travel retail. This spring sees the launch of the new [Smarties Cool Creatures](#), designed to inspire imagination and sea exploration through learning. Exclusive to travel retail, Cool Creatures represents Nestlé ITR's first venture into augmented reality, with a QR code taking users/shoppers to a virtual world where they can access three digital experiences: marine explorer, fun facts and an expert quiz.

After Eight: A Gin & Tonic Mint limited-edition flavor, in a 400-gram travel-exclusive pack, joins this regional favorite.



After Eight's new Gin & Tonic Mint limited-edition flavor

Nestlé Swiss: A milk chocolate and hazelnut addition joins the Nestlé Swiss 170-gram tablet range.

While confectionery will continue to be the driving force of the food category (currently 77% of food purchases within global travel retail), retailers are grasping the scale of opportunity for the wider sector, particularly in coffee and well-being.

At the SOA, Nestlé will highlight its travel retail options for the **Nescafé** Roastery Collection - "a premium instant coffee built on a patented split roasting process using high quality Arabica beans. Offering travelers the unrivaled flavor of batch-roasted coffee, the Roastery Collection is offered in light and dark-roasted options. Light roast offers notes of rich caramelized honey paired with toasted biscuit, for a smooth and velvety finish, while the deliciously dark roast has notes of dark chocolate & roasted nut for a rich and intense flavor."

Joining the portfolio for travelers is **Nescafé** Azera Americano – "a barista-style Americano coffee collection designed to appeal to younger consumers. With a blend of instant and finely roasted coffee beans, travelers can enjoy the flavor and aroma of this classic coffee whenever required; just add hot water, stir, and serve. Americano, Americano Decaff and Americano Intense versions ensure all traveler needs are met."

Both Nescafé Roastery and Azera Collections are supported in-store by dedicated merchandising units and offline/online digital media.

Returning to the Summit of the Americas is a clear indication of Nestlé's commitment to the region. Jorge Hadweh, NITR Global Head of Sales, says, "We have enjoyed very good sales recovery in the region since the COVID pandemic thanks to the expanded distribution of our iconic brands in both airport and non-airport channels of distribution. We've also seen very good performance from our core brands and NPD's, helping us to grow our sales ahead of passenger growth in the region's strategic locations. We're very much looking forward to meeting up with our partners and colleagues in West Palm Beach, continuing our ambition to make Food travel retail's #1 category."