

NITR reports strong interest in travel retail portfolio at Hainan Expo



During China International Consumer Product Expo in Hainan, NITR introduced an impressive 20,000+ Chinese visitors to its portfolio of key brands

In the span of four days, Nestlé International Travel Retail (NITR) introduced an impressive 20,000+ Chinese visitors to its portfolio of key travel brands at China International Consumer Product Expo in Hainan. The event took place May 7 - 10.

Although Chinese consumers are familiar with Nestlé's iconic KITKAT brand, this was the first time many had seen the exclusive travel retail portfolio or NITR's other key brands, SMARTIES and NESTLÉ SWISS. In addition to being viewed at the Nestlé stand, visitors could be seen within a separate "Switzerland" area, where KITKAT could be sampled.

This marks the first time that the NITR range has been exhibited at a duty free exhibition in Hainan. Visitors were highly attracted to the travel retail portfolio, which included new KITKAT Senses Tablets in three flavors, NESTLÉ SWISS 170-g Indulgent Tablets in four flavors and the SMARTIES range of "learn through play" products - now sporting sustainable packaging.



Seraph Zhi, Key Account Executive, TR, Nestlé International Travel Retail

“Nestlé presented a significant 29 new products to the Chinese market at the Expo, demonstrating its continued commitment to the local market. Encouragingly, the ITR area was a definite highlight with Nestlé China Chairman and CEO, Rashid Qureshi, frequently interviewed against the backdrop of our travel retail display and iconic KITKAT bus.

There’s no doubt that this opportunity to introduce the NITR range to Chinese consumers will have a clear benefit for us, especially as international travel begins to open up again. In the meantime, the favorable policies of Hainan will enable Nestlé to introduce more quality brands better known outside China, which in turn will raise awareness and appeal to Chinese travelers,” says Stewart Dryburgh, General Manager, Nestlé.