

Perfetti Van Melle puts Summit of the America's spotlight on expanded gum range



Mentos is a key brand in the Perfetti Van Melle portfolio

Sugar confectionery specialist Perfetti Van Melle (PVM) is set to focus on its expanded range of gum products, alongside new kids gifting products for Chupa Chups and core Mentos offer, at the upcoming IAADFS Summit of Americas.

Further to the acquisition of a number of gum brands from Mondelez in October 2023, PVM will expand its gum and candy offer in North America and Europe.

PVM took ownership of the gum brands Trident, Dentyne, Stimorol, Hollywood, V6, Chiclets, Bubbalo, and Bubblicious in the US, Canada, and Europe, along with the European candy brands Cachou Lajaunie and La Vosgienne from Mondelez. PVM's acquisition of Trident will impact its activities in the USA and Canadian markets as it's solely distributed in this region.

Eric Vermetten, Key Account Manager, Americas & Africa for PVM, said, "In the future we plan to showcase more travel exclusive products for this brand. As we have just started the journey of expanding our refreshment brands, we will focus on product development step by step for the travel retail channel."

The Americas continues to be an important travel retail market for PVM. "For the USA we have started to focus on assortment optimization and this will continue to be our main strategy in 2024," Vermetten added. "This has already brought additional sales and there is room for even more growth this year. We have seen an excellent year in Canada where we had record-breaking sales figures for

our portfolio of brands in border stores as well as at international airports.

“Border stores in South America are performing above pre-COVID levels and sales there are booming for us. The airports are also doing well but we must monitor the situation in Argentina. For Central America and the Caribbean area, we have high expectations for this year since our appointed distributor Duty Free Dynamics is gaining momentum with our brands.

“There will be an exciting and centrally coordinated program of HPPs throughout 2024. For Central America we will focus on the important tourist destinations Punta Cana and Tocumen Airport in August in partnership with DFA.”



Forever fun: Chupa Chups introduces a colorful mini suitcase of treats for kids

The latest Chupa Chups products continue to focus on kids gifting – the ‘mini suitcase’ is a handy lunchbox-sized (126 x 91 x 67mm) case and includes eight lollipops in Strawberry or Coca-Cola flavors, as well as Tic Tac Toe and Find the Match memory card games. In addition, Chupa Chups has partnered with Hello Kitty and Smurfs for two new kid’s markers and coloring book sets, each containing four markers, four lollipops and a themed coloring book.

2024 will see PVM underscoring its commitment to the popular Mentos TR Exclusive Travel Jumborolls, that are dedicated to the travel retail channel and feature designs for air, rail, ferry, train and car travel with flavors inside including Fruit, Mint, Berry Mix, Cola, Strawberry and Licorice.

The trio of Mentos Clean Breath products – Peppermint, Spearmint and Strawberry – continue to be a high priority for PVM as it looks to grow its cash wrap and traveler convenience positioning with travel retail partners.

PVM will again partner with Otis McAllister (Booth 201) to showcase its products at the Summit of Americas, April 14-17, West Palm Beach, Florida.