

# PVM announces TR focus leading up to TFWA Cannes 2021



PVM will showcase an expanded range of TR exclusives and display four brands; two recognized global brands, Chupa Chups and Mentos, as well as a couple of regional brands, Look-O-Look and Fruitella at TFWA Cannes 2021



Leading up to the return of TFWA World Exhibition & Conference in Cannes, Perfetti Van Melle (PVM) has released details of its latest new product developments for category exclusives that are designed to grow its market share within kids gifting and refreshment.

PVM will showcase an expanded range of TR exclusives and display four brands; two recognized global brands, Chupa Chups and Mentos, as well as a couple of regional brands, Look-O-Look and Fruitella (stand P8, Mediterranean Village) at TFWA Cannes 2021.

“We are excited to have grown to offering four brands in our travel retail channel. I believe that we offer a house of brands that fits the needs of different travelers. Chupa Chups, number one lollipop in the world that creates fun for everybody; Mentos, world-famous candy that is hard on the outside, soft in the inside and perfect for sharing, alongside Mentos Gum and Mints, which provide the traveler with a delightful refreshing experience.

“Our Look-O-Look range makes the ordinary a bit extraordinary and makes customers step into a world full of fun and wonder; Fruitella, one of our most classic and authentic brands is known for its unique rich and juicy taste with natural flavors, natural colourings and real fruit juices, perfect for on-the-go.

“PVM is a relevant partner in the travel retail industry and it plans to remain so by continuously to focus on activities that drive footfall, drive conversion and provide the right assortment to increase basket size for its customers.

“We are here to make winning plans with partners – and this means having the right product portfolio, creating appealing and fun promotions and having best-in-class visibility tools” says Femke van Veen, Travel Retail Brand Manager, Perfetti Van Melle.

PVM is underscoring its commitment to kids gifting innovation, as well as on-the-go refreshment in TR with several new product launches, set to be unveiled in Cannes.

Mentos sees a trio of new travel retail exclusive launches for 2022:

1. The re-usable Mentos Candy Fan, which contains four Mini Mentos rolls in Cola, Orange, Lemon and Strawberry flavors; a bright and colourful addition to the range
2. The re-usable Mini Mentos Pencil Case, which contains 11 Mini Mentos rolls in Cola, Orange, Lemon and Strawberry flavors; available in three different colors
3. The (re-vamped) Mentos Gum Pack, which as PVM's main focus, provides a smaller and curvier design and three new flavors; available in Pure Fresh Mint, Pure Fresh Spearmint and Pure Fresh Red Fruit Lime

Visitors to TFWA WE will be able to discover what's new from the wonderful world of Look-O-Look and learn more about its "world of fun." Surprising products to experience include Candy Mix Shake Party Bottle, Candy Burger, Candy Donut, Candy Noodles, Candy Pizza and Candy Sushi. PVM's packaging features playful fast-food concepts, designed to appeal to kids and adults alike.