

Ricola breaks into Spanish travel retail market with Dufry



Ricola's new Alpine Fresh 75g tin is among the range Dufry is stocking for the Spanish travel retail market

Swiss herbal confectionery brand Ricola has broken into the Spanish travel retail market after securing listings with Dufry at key airports such as Barcelona and Malaga.

The herbal sweets brand is relying on the power of impulse purchasing as it launches its range of 75g tins in Dufry stores at five Spanish airports.

Ricola's Vice President Region Middle East & Travel Retail Andreas Reckart said: "We're achieving real momentum with our 75g tins in travel retail, and these new listings with Dufry represent a great breakthrough into a key target market for our brand.

"A big part of our travel retail sales strategy is to target impulse purchases with this special conveniently-sized tin. This proposition is a great opportunity for retailers and is helping us to attract a fast-growing number of stockists in global travel retail."

The tins contain small herbal sweets in a range of flavours, including Original Herb, Lemon Mint, Cranberry and the new Alpine Fresh variety.

Dufry has rolled out the product at Alicante, Bilbao and Las Palmas de Gran Canaria, as well as Barcelona and Malaga.

Dufry Global Head of Confectionery Philippe Moryl added: "With their appealing imagery of the

confectionery's Swiss provenance, the Ricola 75g tins will be a very relevant and effective addition to our current assortment of products, as we focus on growing further impulse purchases.”