

Ricola brings new limited-edition packs to Cannes



Ricola's new Limited Collection tin features illustrations of the Swiss Alps, herbs and the globe

Herbal confectionery brand Ricola returns to the TFWA World Exhibition this month with fresh designs for its top-selling products (Stand number: Mediterranean Village N9).

Ricola's popular 200g tins have been complemented with new designs, combining the elements of Swissness, herbs and travel with visuals of the Alps, herbs and the globe. The limited-edition tins are filled with a selection of four sugar-free herb drops: Mountain Mint, Elderflower, Cranberry, and Lemon Mint.

Said Andreas Reckart, Vice President Sales Middle East & Travel Retail: "Business has been developing very well for us this year, especially for our 75g tin range, which has been gaining a lot of momentum in travel retail. From September onwards, Lagardère Travel Retail will be launching the 75g tin range in Paris and Rome airports and, in addition to this, we have just received listing confirmations from Heinemann Asia Pacific for three of the 75g tins at Hong Kong International Airport and also from The Shilla Duty Free for almost our entire range."

In terms of Ricola's global performance, the brand is seeing most of its success in Central and Northern Europe and is committed to expanding its travel retail presence across the rest of the region.

Reckart continued: "I am really looking forward to this year's [TFWA] exhibition. It is the perfect opportunity for us to meet potential new clients and build on our existing relationships with our current partners. This year we are hoping to achieve some new listings, but our main focus is on building more of a presence for Ricola in all major duty free locations across Europe and Asia."