

Ricola extends distribution partnership with B&S



Andreas Reckart, Head of Travel Retail, Ricola

Ricola has extended its partnership with B&S Brand Distribution (B&S). B&S has been distributing Ricola's exclusive travel retail assortment to airlines, border shops and maritime (ferry/cruise/ship chandler) outlets throughout Scandinavia since November 2021. That agreement has now been extended to include the Middle East, Latin America and the Caribbean. Ricola will continue to handle airport retail directly in all markets.

"Throughout our 80 years plus history we have always looked for opportunities to improve not only the products we sell but also the ways we deliver them to our customers and consumers," says Ricola Head of Travel Retail Andreas Reckart. "In this spirit, we had a closer look at distribution within our current travel retail business and realised that a collaboration with the right strategic partner would result in a better service for our customers. We soon found our ideal partner in B&S with an initial agreement for Scandinavia, but we have quickly realized that their expertise can also serve us well in other markets for quality service and growth."



Paul Cooke, B&S Head of MEA & APAC Duty Free & Travel Retail

Based in Dordrecht, the Netherlands, B&S is a full-service distribution company offering a wide range of fast-moving consumer goods to markets globally. “B&S is delighted that the success of our brand partnership for Scandinavia enabled our agreement to be extended to the Middle East, Latin America and the Caribbean. Our regional focus has been specifically introduced to develop exactly these types of close brand partnerships allowing B&S to deliver best-in-class route to market and consistent availability, benefitting all parties from brand owners, distributors, retailers to most importantly consumers,” says Paul Cooke, B&S Head of MEA & APAC Duty Free & Travel Retail. Ricola’s Travel Retail exclusive range of Swiss herb drops will now be available from multiple points across the B&S global distribution network, including our leading B2B e-commerce platform www.kingofreach.com.

In addition, fast distribution in the Middle East is now also possible through the B&S temperature-controlled warehouse in the UAE. Through the digital supplier portal B&S shares business development updates, relevant documents and reports with Ricola.

B&S offers the range of Ricola’s best-selling items in travel retail. Its assorted 250-gram original herb tins, sugar-free 75g tins (Original Herb, Lemon Mint, Cranberry and Alpine Fresh), sugar-free 75g tins Multipack (3x75g) and (4x40g) and the sugar-free 40g drops.

“We are confident that B&S will help us to increase our travel retail distribution both in Scandinavia and across the Atlantic and even beyond,” continues Reckart. “We look forward to a long and mutually successful partnership.”