

# Ricola looks to the future of travel retail and celebrates heritage



Launching a number of new product lines and offering a behind the scenes tour, Ricola's presence at The Moodie Davitt Virtual Travel Retail Expo 2020 will reinforce its position as the most trusted brand in Switzerland

Before the onset of COVID-19, with a strong start to 2020 and the resolute response of travel retail to the global pandemic, Ricola AG, the Swiss herbal products expert, is confident in the future of the industry and its products. Featuring multiple interactive engagement zones and several new product lines at its virtual stand, the company will put this confidence into action at The Moodie Davitt Virtual Travel Retail Expo 2020.

Available to "visit" in the Confectionery & Fine Foods Hall, Ricola will allow expo attendees the chance to experience the company's sustainable herbal cultivation practices. Those attending will also be able to watch Thomas P. Meier, CEO of Ricola, team up with the company's longest serving employee – a herbal drop maker by profession – to get a glimpse into the making of the product. The team will bring Ricola to life with their own stories of working for the most trusted brand in Switzerland, which is enjoyed by millions of people worldwide.

Following a new design of packaging of key products, the company will launch details of a new product: its iconic Original Herb and Lemon Mint flavor herb drops with sugar in a new 90-gram travel exclusive tin.

"The sustainable, sugar-free and herbal aspects of our products are important for [Ricola] and well recognized the world over. Nevertheless, a sizeable market for sugar products remains and we are seizing the opportunity to balance our portfolio & expand the appeal of our confectionery through the introduction of the new Original Herb and Lemon Mint flavour tins," comments Andreas Reckart, Vice President Sales Middle East & Travel Retail, Ricola AG.

Ricola will also showcase its 200-gram assorted sugar-free tin showcasing a fresh design combining images of its herbal heritage with travel graphics, as well as a multi-pack containing three limited edition 75-gram tins in the flavors of Original Herb, Lemon Mint and Cranberry.

All are expected to be strong performers in its growing travel retail range - the multi-pack release building upon the success of the three products introduced to travel retail in 2019 that went on to become Ricola's best-performing items in the channel.

"The staggering impact of Covid-19 on the travel retail industry has given all of us who work within it the time to reflect on what we do best and perhaps consider where we can make improvements or additions to the way we do business and what we offer to both our partners and international travellers.

The range of Ricola drops and products we'll be displaying at the Virtual Travel Retail Expo 2020 will reflect this newly expanded, rebalanced product range. We are not only looking forward to picking up where we left off at the start of 2020, which was a very strong start for us, but to heralding the beginning of both our recovery and that of the wider industry - in Asia and the rest of the world," adds Reckart.