

# Ritter Sport creates TR-exclusive set inspired by Hygge for Winter 2023



The Winter Selection Tower set features three different winter flavors

German chocolate brand [Ritter Sport](#) has created a travel retail edition Winter Selection Tower set to launch into global travel retail markets from August 2023.

"Taking its inspiration from the Scandinavian Hygge lifestyle trend, Ritter Sport's latest Travel Retail Edition Winter Selection Tower is exclusive to the channel and features five delicious winter-warming 100-gram bars of chocolate that are packed with the best ingredients and contain cocoa from 100% sustainable certified cocoa sources," says the company.

The Winter Selection Tower includes three different winter flavors: Crunchy Creamy Winter, a mix of milk chocolate and cocoa crème with winter spices and caramelized almond pieces; White Cinnamon Crisp, a blend of white chocolate with cinnamon and rice crispy bits; and Caramelized Almonds, a combination of milk chocolate mixed with chopped, caramelized sugar-glazed almonds.

"The new TR Edition Winter Selection Tower is intended to be a celebration of all things Nordic and Hygge and features a special winter graphic design on packs. The limited edition tower pack includes two Crunchy Creamy Winter bars, two Caramelized Almond bars and one White Cinnamon Crisp bar."

The Travel Edition Winter Selection Tower can be seen on the Ritter Sport stand at TFWA Asia Pacific in May.

“Our new Winter Selection Tower is inspired by the Nordics trend for Hygge; it’s made with love and features beautifully designed packaging intended to bring cosiness home,” says Ritter Sport Managing Director Global Travel Retail Jan Pasold. “We know this is a trend our customers will love and we knew it would work well as a travel retail edition. Ritter Sport is committed to extending as many of our best-selling flavors to our TR Editions range as possible.”