

Ritter Sport launches TR Edition Vegan Tower



The Ritter Sport TRE Vegan Tower will be available in three varieties: Smooth Chocolate, Roasted Peanut and Salted Caramel

Ritter Sport has announced a new travel retail exclusive to kick off the new year. The Travel Retail Edition Vegan Tower 5x 100 grams (TRE Vegan Tower) will launch globally in March and offer three varieties of non-dairy chocolate in a five-pack.

Featuring the "best ingredients" and containing cocoa from 100% sustainable certified cocoa sources, the TR exclusive will be encased in a colorful gift box and highlight three of the brand's 100 gram vegan bar offer including two new flavors introduced in domestic markets in January 2023: Roasted Peanut and Salted Caramel. The third variety available will be Smooth Chocolate.

Ritter Sport has continued to increase its vegan product range in recent years, with sales more than doubling since 2018.

“Vegan is here to stay and an increasing number of consumers – and therefore travelers – are looking for versions of familiar products that meet their dietary choices, for whatever reason they may be. Chocolate is certainly a key product within the vegan sphere and we are seeing consumer demand growing globally with six out of ten consumers willing to increase their consumption of vegan or vegetarian confectionery – that is a trend that we expect to grow. It makes sense, therefore, to expand our travel retail offer – not just with a vegan offer, but one which has additional appeal by being exclusive to the channel.”

“When you eat chocolate, you want to enjoy it. Really enjoy it, with full flavor. We have worked extremely hard to ensure that our TRE Vegan Tower will offer consumers exactly that, combining the three varieties that we believe will have the most traveler appeal,” says Nicole Miltenberger, Ritter Sport Marketing MGMT Global Travel Retail.

The Ritter Sport Vegan Tower is an ideal gift choice for all chocolate lovers with a passion for those who don’t want to give up anything – especially not taste. The new TRE Vegan Tower is perfect for travelers on the go and for snacking at all stages of the travel journey.