

Ritter Sport launches travel-exclusive for UEFA Euro 2024



Ritter Sport is launching the Germany edition travel exclusive just in time for the UEFA European Football Championship

Ritter Sport has launched a travel-exclusive Germany Edition Tower, which is now available exclusively in travel retail locations across Germany. The launch is perfectly timed to coincide with the UEFA European Football Championship, hosted by Germany, with the final match to take place in Berlin on July 14th.

The Germany Edition Tower celebrates both Ritter Sport's brand heritage and the spirit of international football. The design features vibrant colors mirroring the German national flag with its distinct black, red, and gold stripes. Inside, the tower contains a selection of Ritter Sport's popular chocolate varieties: Fine Extra Dark Chocolate, Marzipan and Cornflakes, with 9 x 100g bars of each.

Jan Bessel, Ritter Sport International Key Account Manager Travel Retail, expressed his enthusiasm for the new product: “This Germany Edition Tower offers us the perfect opportunity to share our expertise in making chocolates with traveling consumers who are after that special treat: a gift or a souvenir which not only tastes great but also targets Sense of Place, during Euro 2024 and beyond. It is bold and eye-catching, perfect for consumers who are increasingly searching for unique high-quality products.”

He added, “The Germany Edition Tower is designed to appeal to anyone looking to bring a piece of Germany with them; whether for friends, family, or personal enjoyment.”

The Germany Edition Tower is a special addition to Ritter Sport’s popular travel retail-exclusive Tower range, targeting both self-treating and gifting, making it an exceptional offer for international and local travelers of all ages.

The launch also highlights Ritter Sport’s commitment to sustainability and environmental impact. The chocolate is made from 100% certified sustainable cocoa, and the company has followed climate-neutral production processes since 2019. In keeping with the brand’s dedication to purity, the Germany Tower chocolates contain no added flavorings, ensuring a natural and rich flavor profile.