

Ritter Sport reveals three new products ahead of TFWA Cannes



The Ritter Sport Tasty Vibes Summer Selection Tower includes 5x100g Ritter Sport Limited Edition Tasty Vibes square bars

Ritter Sport is set to launch three new products – Tasty Vibes, Fruity Yogurt Mix Pouch and a refreshed travel retail exclusive Vegan Tower – at this year’s TFWA World Exhibition in Cannes. According to Ritter Sport, the new products are in line with the company’s focus on development and its assortment strategy.

The company expects the products to strengthen its perception toward "Chocolate full of Joy and Goodness" and underline a focus on innovation in the confectionery category. Ritter Sport believes the portfolio newcomers will achieve incremental distribution and volume and increase the brand’s overall on-shelf brand visibility.

All three lines contain 100% certified sustainable cocoa and underline Ritter Sport’s status as a carbon neutral company. Product launches will be backed by promotional activities and updated POS and consumer touchpoints.

Nicole Miltenberger, Ritter Sport’s Marketing Management Global Travel Retail, said, “We are looking forward to welcoming guests to our stand (Mediterranean Village N18) at TFWA World Exhibition. We

believe these new products are stand-out winners for travel retailers. They not only showcase the brand's determination to innovate and stay one step ahead of trends, but they also meet the current demands of traveling consumers.

"The new tastes are on-trend, and our packaging is colourful and contemporary and show, once again, Ritter Sport's determination to maintain a high profile in the travel retail sector."

Celebrate the taste

Leading the Ritter Sport line-up is the limited-edition Tasty Vibes concept, set to replace the brand's Taste the World line, which launched earlier this year. A travel retail edition, Tasty Vibes introduces three new flavors and a completely new design concept. It is expected to roll out into global travel retail from late January 2024.

Tasty Vibes brings music and chocolate together in three flavors: Chill out Creamy Milk, Groovy Crunchy Pretzel (combining milk chocolate with chunky pretzel) and Funky White Lemon (with a fresh and fluffy lemon mousse in crisp white chocolate).

The Ritter Sport Tasty Vibes Summer Selection Tower includes 5x100g Ritter Sport Limited Edition Tasty Vibes square bars.

Ritter Sport describes the new lines as an ideal gift for all chocolate lovers with a passion for new flavors "and for those who want to feel the beat". The packaging design shows a modern interpretation of music genres.

Let your taste buds sparkle

Ritter Sport is extending its Choco Cubes assortment with a new travel retail exclusive Fruity Yogurt Mix Pouch. The brand noted Choco Cubes' strong performance in the channel and, until now, the lack of a light fruity mix.

Now, yogurt and berries claim center stage, with mouth-watering new varieties, Yogurt, Black Currant Yogurt and Strawberry Yogurt to "close this gap" in the range.

"Ritter Sport is looking to strengthen the Choco Cubes product line-up as we know that small bites are performing very well in travel retail," explained Miltenberger. "With every bite, traveling consumers can savour the perfect balance of creamy yogurt and juicy berries, creating a truly unforgettable chocolate experience."

Perfect for sharing with family and friends, the Ritter Sport Choco Cube bag contains a mix of 20 Choco Cubes. The chocolates do not contain artificial colouring and flavoring and are presented in a paper-based bag. Fruity Yogurt Mix Pouch will also roll out into travel retail late January 2024.

Never give up on taste

Ritter Sport's travel retail exclusive Vegan Tower offers a new flavor mix. The tower was successfully launched last year, with five pieces in three different flavors (2 x Salted Caramel, 2 x Smooth Chocolate, 1 x Roasted Peanuts).

For 2024, Ritter Sport will introduce two new flavors - Crunchy Almond and Crispy Cookie - to make the Vegan Tower even tastier and more colourful, highlighting the best vegan chocolate and the best ingredients.

“It is our goal to rejuvenate Ritter Sport’s brand appeal to younger generations, as well as to buyers. The Vegan assortment with its wide range of flavours appeals not only to vegans but also to vegetarians and flexitarians,” continued Miltenberger. “It is a flavor update that will attract and maintain the awareness of our consumers. The 100% vegan product also underlines Ritter Sports’ sustainability credentials through the use of 100% certified sustainable cocoa, while highlighting the brand’s carbon neutral status.”

Targeting gifting, the 5 x 100g Travel Retail Edition Vegan Tower offers a choice of flavors in a colorful gift box.

The Ritter Sport Crispy Cookie offers a treat for lovers of chocolate and crunch and Crunchy Almonds has one thing in particular to offer: a gratifyingly large number of crunchy roasted whole almonds matched with crunchy quinoa crisps.

Ritter Sport Roasted Peanuts has roasted and salted peanuts in almond-based chocolate and with Ritter Sport Salted the question of sweet or salty simply never arises. Last but not least, Smooth Chocolate offers a full taste without milk.

The Ritter Sport Travel Retail Edition Vegan Tower will be available in global travel retail from late February 2024.