

# Ritter Sport targets the Americas with travel retail exclusives



Ritter Sport Tasty Vibes Summer Selection Tower is one of several travel retail-exclusive products set for the IAADFS Summit of the Americas spotlight

Ritter Sport returns to the IAADFS Summit of the Americas this year with a portfolio of products well suited to the Americas travel retail market (Otis McAllister Booth 201).

New products introduced at TFWA World Exhibition in Cannes last year and now seeing their Americas introduction include Ritter's 500g Vegan Tower, with the selection increased from three to five varieties. New flavors, Crunchy Almond and Crispy Cookie join the existing Salted Caramel, Smooth Chocolate, Roasted Peanuts, making the colorful Vegan Tower even tastier and more appealing, highlighting the best vegan chocolate and quality ingredients.

Also on display will be the Ritter Sport Tasty Vibes Summer Selection Tower, a travel retail exclusive offering introducing three new flavors and a completely new design concept. Tasty Vibes brings music and chocolate together in three delicious flavors: Chill Out Creamy Milk, Groovy Crunchy Pretzel, and Funky White Lemon. Tasty Vibes includes 5x100g Ritter Sport Limited Edition Tasty Vibes square bars. The limited edition's striking design features three dancing figures to match the three flavors.



New flavour Fruity Yogurt joins the Ritter Sport Choco Cubs Pouch range

Ritter Sport has also adjusted its Choco Cubes assortment with a new travel retail exclusive Fruity Yogurt 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.

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 coloring and flavoring and are presented in a paper-based bag.

In hopes of growing the brand's presence in the Americas, the company has been busy solidifying its expansion into new markets - such as Canada, where it initiated operations in early 2024 - while enhancing its presence in existing markets by bolstering visibility and availability through strategic partnerships with key retailers.

Ritter Sport continues to ensure that using only the best ingredients and having a strong logistical/stock management is key which is a critical aspect considering that nearly all of its chocolate production occurs in Germany (with Vegan and Amicelli produced in Austria.)

Speaking on Ritter Sport's business performance last year in the Americas and its hopes for 2024, Jan Bessel International Key Account Manager GTR, said, "In 2023, our business unit achieved notable success. Apart from promising financial results, it was particularly rewarding to observe our global partners expressing their confidence in Ritter Sport's importance within the category.

"We can see that our strategy focusing on our Travel Retail Exclusive range is working well, and we plan to carry this forward in 2024. Nevertheless, recent developments in raw materials are presenting challenges for 2024 and the foreseeable future which must be approached with care and precision.

"The Summit of the Americas presents a remarkable opportunity to engage with partners and fellow brands. This face-to-face interaction is invaluable for grasping the nuances of the current market landscape. This understanding will facilitate mutual growth in one of Ritter Sport's key expansion markets."