

Ritter Sport to display two upcoming major launches at TFWA Cannes



Taste the World Limited Edition (5 x 100-gram square bar varieties)



Mini Tower 250-gram mix (15 mini bars available in five different flavors)

At this year's TFWA World Exhibition, [Ritter Sport's](#) campaign will be about the push to "Discover." Guests will have the chance to discover elements from its summer 2022 airport activation, 2023 product releases, the taste of Ritter Sport premium chocolate and the all-embracing sustainability commitment of the family-owned company.

Visitors to the stand (Mediterranean Village, N18) will meet brand ambassador Don Choco and experience first-hand its holistic Discover Ritter Sport retail activation, which has run at Zurich and Frankfurt airports this summer.

As presented in-airport, the stand will include a digital screen and sampling installation, featuring Ritter Sport's "infotainment" content. The activation helps customers find their favorite flavor to sample and understand the brand's actions to achieve carbon neutrality via QR codes and "the incredible journey of Don Choco."

"The Discover Ritter Sport airport activation and brand experience has been a significant investment for Ritter Sport in 2022. We have worked very hard to bring together the key elements that the company stands for; notably the 30 years of sustainability that is embedded within the DNA of our brand and the quality of our chocolate, which uses only the very best ingredients.

“We have seen great success with our recent activations in Zurich and Frankfurt; the campaign reach has far exceeded our expectations. Our goal remains to roll out this holistic activation, working with key retailer and airport partners and we want to spread the word about Ritter Sport with the help of Don Choco telling our story around the world,” says Jan Pasold, Managing Director Travel Retail at Ritter Sport.

In addition to introducing a successful travel retail design and packaging relaunch in 2021, the trade show will also see two major upcoming launches in 2023.

Taste the World Tower

Promising “the perfect time out in everyday life,” Ritter Sport’s successful Taste the World Limited Edition 100-gram bar will launch as a Travel Retail Edition for the first time in 2023.

The all-new Taste the World Tower includes 5 x 100-gram Ritter Sport Limited Edition square bar varieties encased in a colorful gift box featuring the travel-inspired design concept of Taste the World.

Within the tower are three tropical and flavorful square bar varieties that offer a taste journey from around the world. Talking about “hola amigos” Crispy Banana, the taste of lush and green rainforests comes to mind; “hi there” Salted Caramel takes travelers on a road trip to the US Southwest and best-selling “buenos dias” White Mango Passion Fruit invites a touch of wanderlust to taste the tropical nature of Costa Rica.

Mini Tower new flavor mix

As an extension of its Ritter Sport Mini Tower range, a new fresh flavor mix in taste and color will be also launch next year.

The Mini Tower 250-gram mix consists of 15 mini bars available in five different flavors, offering a blend of fruity, milky and crunchy textures. The colorful pastel-hued mix includes two of Ritter Sport’s top flavors – mini Strawberry Yogurt and mini Alpine Milk – plus, mini Fine Milk Chocolate.

“Ritter Sport has been providing bright splashes of color in the confectionery landscape since the 1970s and has been committed to sustainable cocoa farming since the 1990s. We are steeped in family tradition, but also we never stop innovating and never stop progressing.

This year in Cannes, our stand will perfectly reflect our commitment to travel retail and our passion for sustainable progress. We are very much looking forward to welcoming our customers, friends and colleagues to our stand at TFWA WE this year,” adds Pasold.