

Ritter Sport to showcase brand redesign at TFWA Asia Pacific



Ritter Sport's colorful brand redesign

German chocolate brand [Ritter Sport](#) has announced that it will reveal its brand redesign at the [TFWA Asia Pacific Exhibition](#) in Singapore, where it will also be showcasing an expanded range of TR Edition exclusive products (Basement 2, K33).

“Travel retail in this region is looking very positive so we are delighted to be back at TFWA Asia Pacific this year – the first time for us since the pandemic period,” said Jan Pasold, Managing Director, Global Travel Retail Ritter Sport.

Visitors to the Ritter Sport stand will be able to experience the new look and the expanded TR Editions range, discover the brand’s new product innovations, and learn more about the sustainability commitment of the family-owned company, now in its third generation.

Vegan Tower

The new Travel Retail Edition Vegan Tower 5x100-gram offers three selected Ritter Sport Vegan varieties packed with the best ingredients and containing cocoa from 100% sustainable certified cocoa sources, encased in a colorful gift box. “When you eat chocolate, you want to enjoy it. Really enjoy it, with full flavor,” says Marketing Manager GTR, Nicole Miltenberger. “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.”

The three flavors are Smooth Chocolate, Salted Caramel and Roasted Peanuts.

Mini Tower new flavor mix

As an extension of the successful Ritter Sport Mini Tower range, a new flavor mix in taste and color will be launched in 2023. The Mini Tower 250-gram includes 15 mini bars in five different flavors. The pastel-hued flavor mix includes some of Ritter Sport’s top flavours: mini Strawberry Yogurt with real fruit pieces, strawberry yogurt creme and crunchy rice crisps; mini Alpine Milk with its characteristic caramel and honey flavor; mini Fine Milk Chocolate with its high content of fine cocoa from Peru; crunchy mini Cornflakes; and mini Butter Biscuit.

Winter Selection Tower

The new Winter Selection Tower Limited Edition is all about Nordic coziness. In Hygge-style packaging, the Winter Selection Tower is launched as a Travel Retail Edition for the first time in 2023. It includes 5x100-gram Ritter Sport Limited Edition bar varieties encased in a colorful gift box featuring a Nordic winter-inspired design concept.

The Winter Selection Tower includes three different winter flavors: Crunchy Creamy Winter, a mix of milk chocolate and cocoa crème with winter spices together with the crunch of caramelized almond pieces; White Cinnamon Crisp, a blend of white chocolate with cinnamon and rice crispy bits; and Caramelized Almonds, a combination of milk chocolate mixed with chopped, caramelized sugar-glazed almonds.

“We look forward to meeting our regional partners, colleagues and friends in Singapore this year. It’s great to be back,” concludes Pasold.