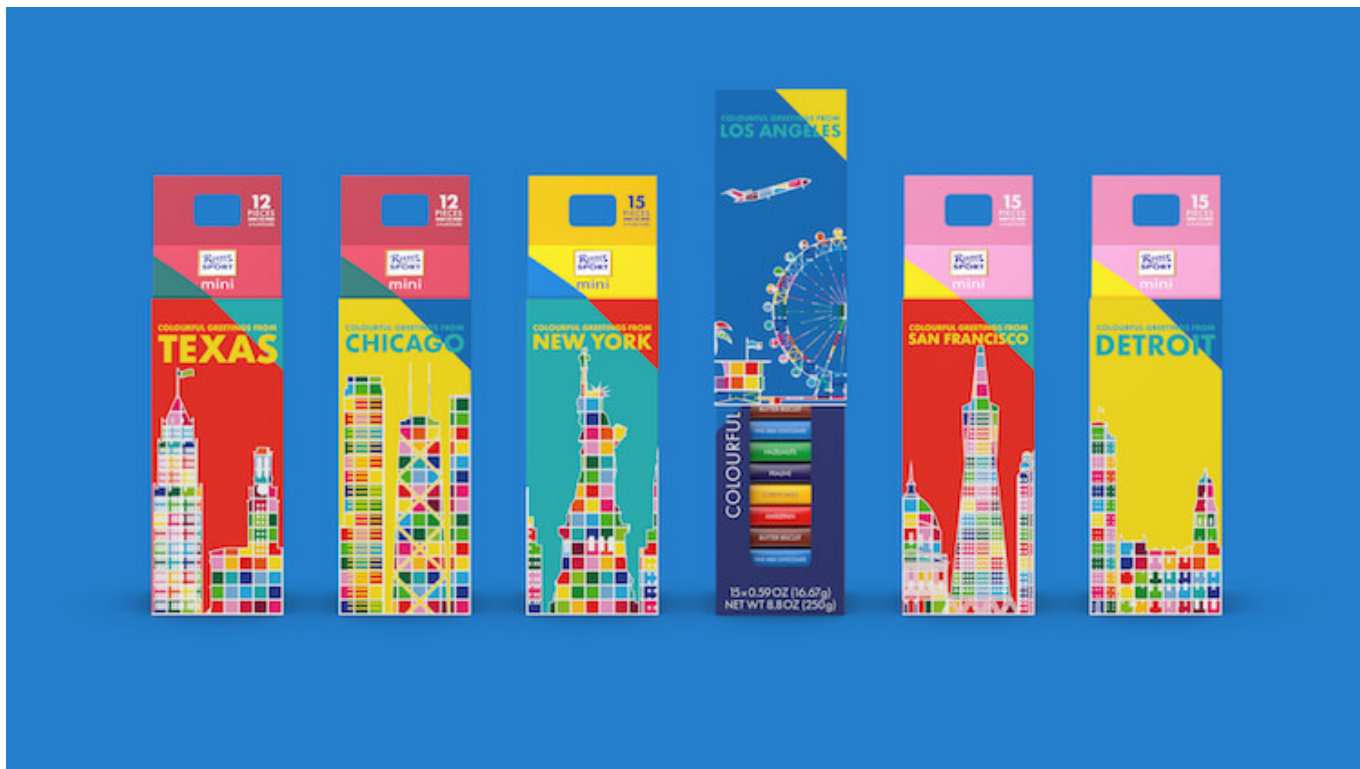


Ritter Sport to showcase travel exclusive products at Summit of the Americas



Ritter Sport's Mini Towers in individualized sleeves with well-known landmark designs

German chocolate brand [Ritter Sport](#) has shared that it will be showcasing its latest range of travel exclusive products at this month's [Summit of the Americas](#) in West Palm Beach, Florida.

According to a press release, the brand "is strongly committed to further enlarge its footprint in the Americas travel retail market."

Visitors to this year's conference can discover Ritter Sport's product range at the Otis McAllister stand, 201.

"Otis McAllister and Ritter Sport started our valued partnership shortly before the pandemic. Now we are working together again to focus on widening the distribution and the availability of our German-made, family-owned, squared and colorful best ingredients chocolate at all important airports in the Americas. We are also committed to growing our cruise and border shops business in the region," said Jan Pasold, Managing Director, Global Travel Retail Ritter Sport.

Brand new to the US travel retail market is Ritter Sport's Mini Tower new flavor mix.

"The Mini Tower 250-gram includes 15 mini bars in five different flavors offering the perfect mix of fruity, milky and crunchy textures. The colorful pastel-hued flavor mix includes two of Ritter Sport's top flavors – mini Strawberry Yogurt with real fruit pieces, strawberry yogurt creme and crunchy rice crisps and mini Alpine Milk with its characteristic caramel and honey flavor. In addition, mini Fine Milk Chocolate with its high content of fine cocoa from Peru, crunchy mini Cornflakes and mini Butter Biscuit together create the perfect flavor mix."

Ritter Sport will also present its Mini Towers in individualized sleeves with well-known landmark designs at the show. This campaign will be launched at the following five American airports: Texas, San Francisco, Los Angeles, New York, and Detroit.

Across the region, the brand will roll out a new line of vegan varieties in the channel later this year.

"Made for 'everyone who doesn't want to miss out on anything - especially not the flavor', the vegan Ritter Sport varieties come without milk, but are just as chocolatey as you would expect from the colorful squares. As for the entire range, Ritter Sport sources 100% certified sustainable cocoa for its five vegan varieties - Mild Classic, Crunchy Almond, Crunchy Whole Nut and new varieties Roasted Peanut and Salted Caramel."