

'The perfect match': Anthon Berg extends partnership with Baileys

BY APPOINTMENT TO THE ROYAL DANISH COURT
Anthon Berg
SINCE 1884

Baileys Tasting Selection

10 chocolate bottles

FLAVOURED WITH
BAILEYS

Dark chocolate with four Baileys flavours in liquid centers
Chocolat noir aux quatre saveurs Baileys dans des centres liquides

Net Wt/poids net 155 g / 5.47 oz e

ANTHON BERG
FINEST ALMOND
MILK CHOCOLATE & HAZELNUT
Cocoa

Anthon Berg is set to launch its Baileys Tasting Selection early next year

Liqueur-filled premium chocolates specialist Anthon Berg will strengthen its Baileys line-up in 2025 with the Baileys Tasting Selection range that combines four Baileys flavors with the premium dark chocolate bottles of Anthon Berg, found in more than 300 airports globally.

In addition to the Baileys Signature flavor the new pack boasts three dessert-inspired tastes: Tiramisu, Strawberry and Orange, already available as Baileys Liqueur products enjoyed by millions of consumers globally.

Tim Lund Sydtoft, Travel Retail Director of Anthon Berg, said, "Our Baileys partnership keeps

improving and we find that the iconic indulgence status of Baileys is enriched by the premium chocolate and packaging we bring to our partners in global travel retail. We have seen our Baileys business grow more than 400% the past two years and are confident that these new offers will pop on the shelves and bring additional value to our partners.”

Launching March 2025, Anthon Berg will release three products in the new tasting range: A ten-piece and 14-piece, as well as one travel retail exclusive 24-piece pack. According to the brand, the range will not only complement the strong Baileys range of products but also seamlessly reinforce the Anthon Berg chocolate bottle ranges available globally.