

Villars brings Swiss chocolate legacy to TFWA World Exhibition



Villars unveils new Destination Range at TFWA Cannes, featuring Hong Kong and Singapore-inspired chocolates

Villars is set to showcase its Swiss chocolate masterpieces at the upcoming TFWA World Exhibition in Cannes. The company's booth, located at RH16 Riviera Village, will highlight Villars' rich heritage in chocolate making.

Visitors will have the opportunity to discover their ideal Villars chocolate through the "Villars chocolate quiz." This interactive digital experience, available at the booth, uses an algorithm to recommend specific chocolates based on participants' preferences. After completing the quiz, guests can sample their personalized chocolate selections.



Villars presents four new formats of its iconic old-fashioned chocolates, including travel-exclusive assortment, at TFWA World Exhibition

The exhibition will feature the debut of four new formats of Villars' iconic old-fashioned chocolates, 1

available in milk, milk with wafer and dark flavors across four assortments, including a travel-exclusive package. Additionally, Villars will introduce its new destination range, inspired by iconic travel locations worldwide, offering unique flavor profiles and textures that evoke the essence of these places.

Since 1901, Villars has been crafting premium chocolate in Fribourg, renowned for its traditional dairy farming. The company's Maître Chocolatier uses exceptionally high-quality milk, attributed to the diverse herbs in the cows' diet, their pristine environment and meticulous care.

Zeyneb Larabi, Head of Global Retail & Travel Retail at Valrhona Selection, commented: "The prospects in the market are incredibly exciting, particularly as consumers continue to seek unique, personalised, and immersive experiences. The TFWA platform plays a pivotal role in helping us bring this vision to life, allowing us to showcase innovative concepts that deepen customer engagement through personalised touches.

"We're seeing a shift toward experiential retail, where consumers don't just purchase a product - they become part of the brand's story. Our activations, like the VILLARS life-size milking cow at Geneva Airport, are just the beginning of how we plan to create meaningful, memorable interactions with our customers in travel retail."

Villars will return to the TFWA World Exhibition in Cannes as part of Gourmets & Co, alongside Valrhona and Weiss, forming a "trifecta of excellence."