

Villars' Geneva Airport activation highlights the best of Swiss tradition



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Villars, the renowned Swiss chocolate brand, has launched an activation at Geneva Airport's Place Centrale from August 28 to September 24, in partnership with Lagardère Travel Retail and the airport. This unique event promises to immerse travelers in the authentic Swiss chocolate-making tradition with a touch of 'retailtainment' will attract consumers of all ages.

At the heart of this activation is an extraordinary experience featuring a real-size milking cow, providing visitors with a hands-on opportunity to step into the shoes of a dairy farmer. This interactive element is designed to highlight the meticulous process behind producing the high-

quality milk that is the cornerstone of Villars' acclaimed milk chocolates. Guests will gain an appreciation for the dedication and care that goes into every step of dairy farming, reinforcing Villars' commitment to using the finest ingredients in their products. As a special treat, participants who engage with the milking cow game will receive a complimentary Villars milk chocolate bar as a gift.

"We're excited to partner with Villars for this unique activation at Geneva Airport," says Marie Lafille, Purchasing Director at Lagardère Travel Retail Switzerland. "The real-size milking cow game offers travelers an interactive way to experience the best of Swiss tradition, reflecting Villars' rich heritage and playful spirit. We look forward to sharing the distinctive charm of Villars and this exciting event with every passenger who travels through Geneva Airport."

Villars has long been celebrated for its premium Swiss milk chocolates, a testament to the brand's heritage and dedication to excellence. This activation will showcase Villars' best sellers, including the popular Swiss game napolitains box, allowing travelers to sample and purchase their favorite chocolates. The design of the podium will reflect the brand's DNA and identity, creating an inviting and memorable experience that captures the essence of Villars.

"We are excited to bring this unique activation to Geneva Airport," adds Yolanda Del Mazo, Europe Travel Retail Manager at Villars. "Our goal is to offer travelers an engaging and educational experience that celebrates the tradition of Swiss chocolate-making. By partnering with Lagardère Travel Retail and Geneva Airport, we are able to reach a diverse international audience and share the story behind our beloved Villars Swiss milk chocolates."

The activation is not only an opportunity to enjoy delicious Swiss chocolate, but also to learn about the rich traditions and high standards that Villars upholds in every bar of chocolate produced. The event promises to be a highlight for travelers, offering a sweet respite and a chance to take home a piece of Swiss heritage.