

NITR re-iterates its “10 in 10” pledge and focuses on sustainability

On the agenda for Nestlé International Travel Retail (NITR): to shelf all of its products in recyclable packing by 2025. Leading the way to plastic-free living, the candy brand, Smarties is promising to end the use of all single-use plastics by the end of next year. “We believe this is the right way to go. We are committed to changing the entire range through the Nestlé corporate company initiative,” shared Tamara Spada, Marketing Manager, NITR.



Tamara Spada, Marketing Manager, NITR, walks Americas, Asia, Duty Free through how the firm plans to reconnect with consumers

Speaking at the TFWA World Exhibition and Conference in Cannes, Spada outlined the company’s “10 in 10” pledge and emphasized the need to reconnect fine foods and confectionery with passenger

growth. NITR aims to make confectionery a USD \$10 billion travel retail category in the next ten years. She stressed the importance of not only Nestlé, but also the entire confectionery category, taking the time and finding the resources to “reconnect with consumers by understanding from a consumer-centric standpoint what is important to them.”

During her address at the TFWA, Spada also reported NITR’s research into gifting & demand moments and identified three groups: Deeper Connections, Better for You and Elevated Experiences. The marketing manager went on to reveal nine category growth drivers that will expand the confectionery model in the next three to five years.



NITR unveils KitKat Gold Caramel, to teach consumers to 'break in style'

The following is a breakdown of the NITR need-to-knows from Cannes:

- The featuring of the travel retail exclusive KitKat Gold Caramel; encouraging travel retailers to

“break in style”, the treat will be available from Q2 2020

- The introduction of the brand’s Very Important Break (VIB) initiative: a take on airport business lounges, the experience offers consumers an experiential break via social media opportunities and dessert tasting counters; the VIB concept will be available at select airport locations
- The presentation of bespoke travel retail packaging for its After Eights line; a symbol of the brand’s heritage

As an end note, Spada shared with listeners NITR’s plan to strengthen its presence and start exploring non-confectionery opportunities in travel retail.