

Mondelez WTR adds sweet touch to festive season with Turrón de Chocolate Suchard



Mondelez World Travel Retail and Avolta partner in the Turrón de Chocolate Suchard debut in Spain

Mondelez World Travel Retail (WTR) is adding a touch of sweetness to the festive season this year as Turrón de Chocolate Suchard makes it's travel retail debut in Avolta stores across Spain.

Over the holiday period, travelers will have the unique opportunity to purchase a chocolate bar that is synonymous with Christmas in Europe. The launch has already been met with great success, having been ranked among the top three best-selling items in Mondelez WTR's assortment. The launch spotlights the confectionery leader's winning portfolio and delights travelers with an even greater offering that capitalizes on the joyful spirit of the most wonderful time of the year.



Perfect for the festive season: With nougat and crunchy puffed rice, Turrón de Chocolate Suchard offers an authentic taste and texture

Founded in 1826, Turrón de Chocolate Suchard has become a household confectionery brand, particularly in Spain where it has gained popularity. In the local market nothing says 'Christmas is coming' better than Suchard, and now, Mondelez WTR is spreading the excitement by giving global travelers the opportunity to taste a regional favorite.

With nougat and crunchy puffed rice, Turrón de Chocolate Suchard offers an authentic taste and texture. It makes the perfect gift or an indulgent self-treat for oneself.

The Suchard Clásico 260g is available in confectionery areas in Avolta stores throughout the Spanish region. It is situated in the global food 'chocolate tablets' section, as well as the local food area - 'Hola España' - along with the wider Turrón collection. Accompanying the chocolate is a festive slogan promoting the product as a 'Taste of Celebration'. According to the partners, the rollout has been met with great success.

Promising results are propelling Mondelez WTR to establish a more permanent presence for Turrón de Chocolate Suchard in Spain's travel retail environment to continue delighting travelers all year round.

Dogus Kezer, Marketing Director at Mondelez World Travel Retail, said, "At Mondelez WTR, our mission is to delight travelers all year round but especially during the most wonderful moments in their lives. The launch of Turrón de Chocolate Suchard in the channel offers customers a greater opportunity to celebrate an incredible time of year with a chocolate that represents togetherness, family spirit and gifting. We hope our traveling clients experiences the joy synonymous with Turrón de Chocolate Suchard and that they choose to celebrate this festive season with Mondelez WTR."

Philippe Moryl, Global Category Management Head for Confectionery & Food at Avolta, added, "We are delighted that Mondelez WTR has strategically partnered with Avolta to launch Turrón de Chocolate Suchard in the Spanish region. This new offering will no doubt add greater flavor to travel retail and enhance the environment with festive flair. This launch also illustrates the strength of our global partnership, using our respective assets to bring more sense of place into our stores by focusing on iconic local or regional brands in each market we operate. We are excited to continue growing the confectionery category with our trusted partners to deliver more memorable purchase moments for travelers in the region and beyond."



A 'Taste of Celebration' is the festive slogan supporting the Turrón de Chocolate Suchard roll-out