

# Victorinox partners with Lead In TR to launch chocolate knife in APAC



Available to purchase as a single unit, a five-piece gift pack and a six-piece tin, the product line is being produced and manufactured by Swiss company, Felchlin, which shares many of the same values as the lifestyle brand

Victorinox is teaming up with Singapore-based company, Lead In Travel Retail Pte. Ltd., to launch its Chocolate Knife product line in Asia Pacific. Founded by long-time Mondelez World Travel Retail Executive, Rajiv Malhotra, the company aims to support trusted brands grow in the AP region.

The Victorinox Chocolate Knife perfectly imitates the look of the Original Swiss Army Knife and is made from the finest Swiss milk chocolate, with a gianduja hazelnut filling.

The product is being produced by Swiss company, Felchlin, whose headquarters are a few miles away from Victorinox's in the canton of Schwyz. Felchlin has been manufacturing confectionery and fine ingredients since 1908 and was awarded a gold medal for the World's Best Chocolate - Maracaibo Clasificado 65% in 2004.

Victorinox and Felchlin share many of the same values and are aligned in their commitment to sustainability and job security. The cocoa used for the chocolate knives is sourced directly from selected cocoa farmers, meaning Felchlin has control over the origin and farming conditions.

The Victorinox Chocolate Knife is available to purchase as a single unit, a five-piece gift pack and a six-piece tin. The two are already working on plans to introduce new range extensions, fillings and packaging.



Imitating the look of the Original Swiss Army Knife, the product is made from the finest Swiss milk chocolate, with a gianduja hazelnut filling



“Victorinox’s iconic red Swiss Army Knife is popular with tourists and Swiss locals. Therefore, it’s only natural to produce a chocolate version of our world-renowned product. We look forward to bringing an authentic taste of Switzerland to a wider audience and have full confidence in Rajiv and his expertise to build our Chocolate Knife business in the key Asia Pacific region,” comments Thomas Bodenmann, Head of Global Channels, Victorinox.

“Lead In Travel Retail was launched with a view to helping trusted brands like Victorinox grow their presence in Asia Pacific and support them as travel retail begins to recover.

“The accessibility of a unique chocolate from an iconic Swiss brand like Victorinox is sure to appeal to consumers who are looking forward to travel as we know it returning and sharing special moments with loved ones,” adds Malhotra.