

Cloetta and Lagardère partner for first time with new branded display



The new display features three products launched by Cloetta Travel Retail at the start of the year

Confectionery supplier Cloetta Global Travel Retail has partnered with Lagardère Travel Retail for the first time to open a new branded display at Václav Havel International Airport.

The permanent 12sq m space focuses on The Jelly Bean Factory, which was recently the subject of a brand refresh. The refresh includes updated packaging, four new polarising flavours (cherry blossom soda, peach bubble tea, forest fruits and salted caramel) and a sustainable packaging update featuring paper instead of PVC for the tubes and cans.

An interactive Prague-themed photobooth has been incorporated into the space, which according to the company will allow travellers to step into the world of The Jelly Bean Factory and make the start or end of their trip memorable.

The display itself features three new items launched by Cloetta at the start of the year. These are the Travel Bags in the Red Band range (Swedish Fish and Sour Suckers) and the Kex Travel Bag. The latter is the company's first travel retail exclusive in the chocolate category.

On the collaboration with Lagardère Travel Retail Cloetta said: "The growth ambition of Cloetta Global

Travel Retail, which is a clear strategy to grow the sugar confectionery category and develop a global travel retail presence, was the driving force behind this first-ever collaboration of the two companies.

“Cloetta GTR hopes to extend the network of these branded spaces throughout Europe and further progress its growth ambition.”