



## **Ferrero Travel Market Showcases Innovative Portfolio at TFWA World Exhibition**

**OCTOBER 2024.** Ferrero Travel Market is steadily advancing, expanding, and diversifying its portfolio within the global travel retail sector. At the recent TFWA World Exhibition in Cannes, Ferrero showcased a wide array of innovations to its retail partners, emphasizing consumer engagement and sustainability across all its categories.

The under-developed biscuits category remains a key focus. Earlier this year Ferrero further bolstered its presence with the GTR debut of premium Belgian biscuit brand Delacre. Alongside Royal Dansk, Fox's and Paterson's, Delacre will underpin Ferrero's new **Fine Biscuits category**, created to further leverage on the untapped potential of this category.

Furthermore, for 2024/2025 Ferrero is still supporting its **La Biscotteria** concept with six brands encompassing nine products: Kinder Cards, Kinder Happy Hippo, Kinder Duo, Kinder Kinderini, Nutella B-ready, and Nutella Biscuits.

New Nutella innovations unveiled at this month's Cannes show include the **Next Destination** pack. Perfect for gifting/souvenir purchases, this **travel retail exclusive** contains three x 30g jars of Nutella, each labelled with the name of a different country to get inspired to discover your next destination. The new modern Nutella "Next destination pack" speaks to the young generation of travellers with its new colourful look.

### **Exploiting premium potential**

While an appealing value offer remains important, the demand for Premium Chocolate is growing, as increasing numbers of travellers are willing to spend more on special gifts. In Cannes Ferrero celebrated the global launch of its travel retail exclusive recyclable **Rocher Iconic Gift** tin – a key addition to its gifting portfolio. A QR code on pack inspires consumers how to upcycle the tin after consumption of the Pralines, giving it a second life.

In January 2025, Ferrero will further extend its gifting offer with the introduction of a new **Raffaello 300g tin**. Also ideal for re-use after consumption, this tin contains 30 coconut-flavoured pralines. Coconut lovers – and travellers keen to explore new flavours – are sure to enjoy also the new addition to the Tablets Category – the **Raffaello Tablet**, that was highlighted at the Cannes show. This is presented in a travel retail exclusive format, with easy to open, re-closable and fully recyclable packaging.

### **Expanding the Kinder universe**

Aligned with Ferrero Travel Market's objective to keep developing the Kinder brand and take it to the next level, several new permanent additions were previewed at Cannes. These include **Kinder Schokobons White 288g**, featuring smooth white chocolate coating, a creamy milk heart and crunchy hazelnut pieces; and **Kinder Mix Natoon Plush**, which combines a sweet treat with a cuddly toy. Travellers can choose from a Koala, Panda or Meerkat Plush, which can be brought to life using the ApplayDu app for a complete 'edutainment' experience. These new products are available from January 2025.

Also, the **Kinder Chocolate 400g** will have a restyling in January 2025. The iconic Kinder Chocolate big pack with a customisable playset and Let's Story – the new Audiobook platform within ApplayDu, which allows families to create their own stories, or rediscover classic fairy tales.

In line with Ferrero's environmental objectives, in April 2025 the company will introduce a new **Kinder Mini Chocolate pack 460g**, a new **Kinder Mini Bueno pack 400g**, and a new **Kinder Happy Moments Pack 337g**, all presented in fully sustainable polypropylene packaging, which preserves the delicious taste of the chocolate within and supports Ferrero's commitment to recyclable packaging.

### Taking Tic Tac to the next level

Other key reveals at the Cannes show included **Tic Tac TWO**, an exciting new extension of the Tic Tac brand and, importantly, its first sugar-free offering in the travel channel. This next-generation line is positioned to target younger travellers and other consumers seeking sugar-free confectionery. Initially, two Tic Tac TWO flavours will be offered: **Strawberry & Lime and Spearmint (Fresh & Mild)**. Each box contains 38 Tic Tacs, all of which are double the size of traditional Tic Tac pills. The two layers deliver two distinctive flavours at the same time. In line with the target demographic, the Tic Tac TWO packaging and promotional material is bright, colourful and playful.

**Sergio Salvagno, General Manager of Ferrero Travel Market** said: "Different traveller demographics and changing passenger demands require us to innovate and update our product portfolio in order to continue driving growth. We remain committed to keeping our offer fresh and exciting, and our diverse range of brands really does incorporate something for everyone.

"In addition to premium chocolate, I am also excited by the potential within the premium biscuit category, which represents excellent opportunities within gifting and sharing. We have big ambitions for this business, which we will pursue in tandem with our stated sustainability goals of protecting the environment; sourcing ingredients sustainably; promoting responsible consumption; and empowering people.

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