Ferrero launches Kinderini in Cannes

Members of the global travel retail press attended a special breakfast during TFWA World Exhibition where, after enjoying delicious treats including Nutella Muffins, they were introduced to the latest Ferrero Travel Market innovation: Kinderini. Joining the La Biscotteria concept, launched in Cannes last year for Kinder and Nutella, Kinderini continues our journey to drive sales within the food and confectionery category with innovative products aimed at all travellers. The media also took part in our Kinderini app-backed contest to match Kinderini expressions and win various prizes. We also took the opportunity to introduce Ferrero's other new innovations for 2024 including the updated visual identity for TicTac and new Strawberry Sweet/Sour flavours within a 4 Flavour 60 x mini box Lilliput pack. Finally, to celebrate Nutella's upcoming 60th anniversary, media guests span a 'cake' to pick a 'slice' containing different gifts.