

# Lindt & Sprüngli strives to grow Americas travel retail footprint

By **Jas Ryat** on March, 13 2018 | Confectionery & Fine Foods





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Lindt & Sprüngli will be returning to Summit of the Americas in Orlando, booth 1305.

The company was one of the most dynamic confectionery players in travel retail and was named the best-in-class supplier in the confectionery category in the 2017 Advantage Report Global Travel Retail survey.

Traditionally, Latin America has been a stronghold for LINDT Travel Retail, which is ranked as the number one brand in Brazil, as well as in many LATAM airports and duty free channels. LINDT Travel Retail is also the number one brand in the Americas according to the latest Q3 TRAQ figures published by Generation Research.

Despite this success, LINDT still sees potential at the point of sale. Currently, the company's brand position is not reflected fully in the space given within duty free stores, especially in the North America region, where the brand's sales are growing into high double-digit numbers. LINDT is therefore working closely with its key customers to redress the balance.

The nomination of a dedicated LINDT sales representative in this region, Mohammed Aldahabi (as reported last year), has been a key step to moving forward on the road to success within the region.

Peter Zehnder, Head of the LINDT global duty free division said: "For us, as for many in the travel retail business, the Americas is a key priority and it is important for us to forge even stronger relationships driving the confectionery category. We kept our engagement during the recession in Brazil and are happy with our clients in Latin America to see the positive market development starting last year. We will continue to invest and support the growth of our business here and the development of our commercial partnerships."

Among the products on display during the 2018 Summit of the Americas will be LINDT premium gifts such as Assorted Pralines, the irresistibly smooth melting LINDOR balls, a broad selection of LINDT

300g bars and the popular Assorted Napolitains range. The highlight of the products showcased will be the newly launched 2018 limited edition products: the LINDT Coconut Edition and the LINDT Travel Souvenir Range.

The LINDT Coconut Edition brings together three bestselling LINDT formats, the LINDOR Tube, the Assorted Napolitains and the 300g Tablet, with a flavor reminiscent with the most exotic holidays. Skilfully turned into a premium chocolate experience by our LINDT MASTER CHOCOLATIERs, the coconut flavour surprises customers in the form of a smooth melting LINDOR ball, exquisite new Napolitains or a hearty tablet, allowing customers to bring home a dash of their holiday memories with the LINDT Coconut Edition.

Being one of the best performing product lines in The Americas for LINDT Duty Free, the new LINDT Souvenir Collection, which contains three new tourist souvenirs from the Assorted Napolitains range, will certainly be another highlight at the show.

The LINDT Souvenir Collection is the perfect gift to show friends and family back home they have been thinking of them whilst travelling. The LINDT Souvenir Collection consists of two unique travel souvenirs, the elegant LINDT Tin Suitcase 360g and the trendy LINDT Chocolate Trolleys 600g. Both travel souvenirs will take chocolate lovers across the world on a taste journey of finest Swiss Premium Chocolate with exquisite Assorted Napolitains in six popular flavours: Milk, Milk Hazelnut, Surfin, LINDOR, CRESTA Milk and CRESTA white. The range will run alongside a 360° campaign comprising engaging and interactive point of sale content and personalized US stickers, available with the purchase of any LINDT Assorted Napolitains product. Visitors to the show will get their own personal sticker badge at the LINDT booth.

Mohammed Aldahabi, LINDT Sales Manager Travel Retail North America said: "I am delighted to be a part of this dynamic region. Last year, we made great progress especially with distribution and building a solid relationship with our partner, OTIS McAllister. I am thrilled to be part of the travel retail section of the business here at LINDT, with exciting products such as our elegant and customizable LINDT Tin Suitcase, which add great variety to the LINDT Souvenirs Collection."

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