

Lindt & Sprüngli Travel Retail teams up with Dufry on new flavor

By **Jas Ryat** on January, 28 2019 | Confectionery & Fine Foods





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Lindt & Sprüngli Travel Retail has teamed up with Dufry for the launch of a new range – the Lindt Pistachio Edition – available only at Dufry airports worldwide for a limited time.

The new partnership follows the success of its first two exclusive ranges for Dufry – Lindt Heavenly Stracciatella Edition in 2017 and Lindt Strawberry Edition in 2018.

Lindor balls, individually-wrapped assorted Lindt Napolitains and the Gold Bar 300g are all available in the new Pistachio flavor, developed exclusively for Dufry.

Presented in an eye-catching, premium green design, the Lindt Pistachio Edition is expected to appeal to many consumer groups, especially millennial travelers.

The range will be supported with a six-month digital communication campaign designed to create maximum visual impact in shopping areas.

Dufry airports worldwide will feature POS displays with the Lindt Master Chocolatiers plus location-specific, tailor-made POS.

The Lindt Pistachio edition will also be the company's first initiative to provide consumers with a 360-degree experience on the Dufry E-motion program.

In addition, a Dufry staff reward program will give the best-performing Dufry sales team the opportunity to win prizes.

The Lindt Pistachio Edition will be featured on a large, eye-catching promotional space in Lindt's home airport of Zurich from mid-January until end of February 2019. It will also be promoted with high visibility in airports including Madrid, Alicante, London and Athens.

Peter Zehnder, head of the Lindt & Sprüngli global duty free division, said: "Within our Lindt & Sprüngli Travel Retail vision of being the number one partner of choice, one of our focus areas is on premium partnerships and how to make the traveler's journey more magical. We know that more and more passengers are looking for premium and travel-exclusive gifts at the airport, so this partnership with Dufry and the launch of the Dufry-exclusive Lindt Pistachio Edition is the perfect opportunity for Lindt and Dufry to partner again."

Philippe Moryl, Global Category Head of Food, Confectionery, Souvenirs & Toys at Dufry, added: "This year we are once again delighted to introduce this exclusive pre-launch that perfectly reflects our strategy to collaborate closely with our brand partners and offer travelers a unique experience in travel retail.

"Lindt has been one of the first brand partners to develop truly exclusive products for Dufry, and what is really valuable in our partnership is the fact that each year we are challenging ourselves to identify what retail component we can further improve or change, based on the experience of previous years.

"This year, we not only bring a unique experience with the products we propose, but we have also developed a strong communication and marketing plan leveraging the latest developments within Dufry in terms of digital communication, social media and our loyalty program.

"We are really excited about this new launch and I would like to sincerely thank Peter and his team for their constant support and the great collaboration."