

Lindt & Sprüngli Travel Retail to turbocharge its profile at TFWA World Exhibition

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The latest Lindt range includes Lindor Mini Tubes 175g, a new premium gifting format in milk, assorted and Milk-Mint flavors

Lindt & Sprüngli Travel Retail will unveil its new vision for the duty free market around sharing magical moments at the TFWA World Exhibition.

The Swiss confectionery company will invite visitors to sample the latest products from its best-selling Lindor brand alongside a number of other travel retail exclusive innovations.

The latest line-up of the range includes Lindor Mini Tubes 175g, a new premium gifting format.

It will be available in classic red with the most popular flavor, Lindor Milk, as well as in an assorted

version in gold, plus a green tube, which will feature the newly launched Lindor Milk-Mint flavor.

The Lindor Dark Selection Tube 387g is an assortment consisting of the newly launched Lindor Extra Dark 70%, the popular Lindor Extra Dark 60% and the classic Lindor Dark.

The company has also expanded its Lindor Singles tablets to offer customers exciting new snacking options.

The Lindor tube has also been relaunched with improved color livery and a new design to underscore the brand's premium appeal, the company said.

Lindt's Master Chocolatiers will be giving live chocolate demonstrations at the TFWA World Exhibition.

The firm also aims to increase its profile at Cannes this year with its new "turbo-promotion program", an extensive sampling campaign and an eye-catching Lindor POS gondola with a screen featuring a Lindor Ball animation.

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said: "We're incredibly excited to reveal our new blueprint for the travel retail market at the TFWA World Exhibition & Conference. Lindor is an iconic brand and one that is popular with travelers from all age groups and nationalities.

"With new gifting and self-consumption options and lower price points, our new Lindor portfolio will allow travelers to really experience the magical world of the Lindt Master Chocolatiers. We firmly believe these products will help retailers to increase average basket spend and grow sales of their confectionery segment, which is the second biggest conversion driver in travel retail."