

# Lindt brings magical moments to new JFK store

By **Jas Ryat** on November, 30 2018 | Confectionery & Fine Foods



Pictured right to left: Bharat Sharma (Store Manager), Mohammed Aldahabi (Lindt & Sprüngli Sales Manager Duty Free North America), Marc Panara (Sales Director - Otis McAllister Inc), Matthew Greenbaum (Director - International Shoppes) and Nadia Lafrate (Lindt Maitre Chocolatier)

Lindt & Sprüngli is bringing what it calls 'magical moments' to travelers with the debut of live Lindt Master Chocolatiers in the North American travel retail market.

Lindt & Sprüngli Travel Retail celebrated with International Shoppes the opening of the new store at New York JFK Airport Terminal 1 by treating passengers to Lindor truffles freshly prepared by the Master Chocolatiers, who gave a live chocolate-making demonstration.

The 11-day event, the first of its kind in North American travel retail, was the result of the strategic

partnership between Lindt & Sprüngli Travel Retail, International Shoppes and Otis McAllister Distribution.

During the campaign, turnover through the store saw double-digit growth, with sales of theme items such as Lindor up by nearly 80% compared to a normal trading day.

Lindor, one of the key brands for Lindt & Sprüngli with annual sales of over US\$1 billion, is also one of Lindt's focus initiatives in the travel retail channel.

Lindt & Sprüngli Travel Retail plans to bring the Lindt Master Chocolatiers to selected major North American travel locations in the near future.

The activities will aim to bring the magic of the brand to life and appeal to growing numbers of millennial travelers at US airports - who are looking for unique gifts and authentic experiences - and in turn help convert more passengers into duty free shoppers.

Matthew Greenbaum, General Manager of International Shoppes, said he was "delighted to partner with Lindt & Sprüngli and Otis McAllister to develop a significant brand presence within our new duty free space at JFK Terminal 1.

"Lindt is featured immediately at the store front along with a beautiful back wall and gondola, which travelers from around the world instantly recognize and are drawn inside the space. We are very grateful for the productive partnership and are extremely encouraged by the sales results so far."

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said: "JFK is at the heart of our growth strategy in North America, and we are delighted and proud to have had the chance to kick off this event at International Shoppes' new store in Terminal 1. The considerable commitment of the International Shoppes' team and the strong partnership with Otis McAllister were key factors in the success of the initiative."