

Mars Wrigley ITR aims to excite travelers with limited editions

By **Jas Ryat** on September, 9 2019 | Confectionery & Fine Foods



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Mars Wrigley International Travel Retail (MITR) is launching three limited-edition versions of its Skittles, M&M's and Twix products at the TFWA World Exhibition (Stand number: Bay Village, Bay 9).

Following limited-edition successes this year and the last, 2020 will see new exclusive taste twists to three popular brands.

Capitalizing on flavor trends in the industry, MITR hopes to entice travelers with a new range of fruity, crunchy and salty sweet flavors.

Skittles Smoothies, M&M's Crunchy Caramel and Twix Salted Caramel offer sharing and snacking options for travelers.

M&M's Crunchy Caramel (374g) couples crunchy and caramel (ranked top three in terms of ingredient partition). Developed for any sharing occasion, a crunchy caramel center is surrounded by milk chocolate and a colorful sugar shell to create an M&M's treat to follow the success of the Salted Caramel limited edition this year.

Limited-edition Skittles Smoothies (400g) combine yoghurt with a mix of summer fruits (pineapple, raspberry, apricot, blueberry and banana) for a sweet and tangy taste. The striking yellow packaging is designed to achieve peak popularity during the Spring/Summer 2020 seasons.

Twix Salted Caramel (420g) represents the first foray into a global taste phenomenon for the best-selling bar and capitalizes on the appeal of a flavor that has seen growth of 32% in Europe over the last two years to become one of the most successful flavors in confectionery.

The new crunchy, sweet and salty experience has exclusive packaging for global travel retail.

Raghav Rekhi, Category Director MITR, said: "Limited editions are a great way of presenting something unique to consumers from a well-known brand. They provide something quick to engage with, fun to purchase and fun to enjoy, share and gift. We know that limited editions drive impulse purchase and introducing popular flavors such as salted caramel and smoothies is highly effective in driving sales to existing consumers, whilst also attracting new ones."

The products are available to retailers in the first half of 2020.

"The release of these limited-edition products to travel retail is about exciting and entertaining travelers who are looking for something a bit different while they are waiting for their flight," continued Rekhi.

"It's more than just offering somebody a good bar of chocolate or a bag of sweets. It's about using our brands to improve their travel experience - giving them something fun, something that really stands out, something unexpected. We believe that connecting with our consumers, and potential consumers, on this level is vitally important to not only us but the growth of the category as a whole."

The new limited editions will be supported by high-profile activations, promotions and dedicated merchandising materials.