

Perfetti Van Melle brings limited-edition designer Mega Chup to Orlando

By **Jas Ryat** on March, 4 2019 | Confectionery & Fine Foods



The Lollipop Memphis Design MegaChup is a limited-edition giant Chup consisting of 15 fruit-flavored lollipops

Perfetti Van Melle (PVM) returns to the 2019 Summit of the Americas with a new assortment of products suited to the region (Booth number: 901).

New to the portfolio is the Lollipop Memphis Design Mega Chup, a limited-edition giant Chup consisting of 15 fruit-flavored lollipops.

The Memphis Group was an Italian design and architecture group founded by Ettore Sottsass in 1980 that designed postmodern furniture, fabrics, ceramics, glass, and metal objects. The Memphis style is mainly identified by the bright, saturated color choices and geometric style. Influenced by the

Memphis Group, this Chupa Chups Mega Chup is designed to be a gift for teens and young adults and will be available in Q2 of this year.

Also new to the US market are the Chupa Chups Markers in Smurf and Hello Kitty styles. Designed for kids, the Markers have been very successful in travel retail in other regions, the company said, and are now launched to buyers in Orlando.

Another highlight is the travel retail exclusive Mentos Gum Giftpack, available in Fresh Mint, Lemonade, Bubble Fresh, Fresh Mint and Spearmint flavors.

In addition, PVM will be displaying Mentos Mix on the Beach Jumboroll, consisting of eight single rolls in a mix of fruity drink flavors created to capture the holiday spirit.

Chupa Chups Cupcake is a plastic baking cup holder with 24 cupcake baking cups and 10 mini Chupa Chups lollipops on top, packaged in a small box.

Mix of Mini's Silo includes Fruit-tella, Dummies, mini Chupa Chups and mini Mentos and is suited to border stores thanks to its size and price point, according to PVM.

PVM has reported a strong year in the Americas, with Central America being the best-performing area. It was also a satisfying year in Canada for both the airport channel and border stores, it added.

Business in South America grew "significantly" from January to April 2018, but the economic situation in Brazil, Argentina, Uruguay and Paraguay saw a steep decline in sales.

"Border stores, airports and even ferry stores took a big blow and until now there has not been any signs of recovery," said the firm.

PVM has also made a good recovery in the Caribbean following the devastating hurricanes in 2017, but still sees room for growth and is focusing on the Dominican Republic.

2018 was the first full year in which PVM has been active in the US cruise channel. "We have learned a lot, gained distribution and now have a solid base for future growth. This year, we have suggested promotions to our customers, for example we could have a large gwp promotion for Spring Break onboard several ships," said Femke van Veen, Brand Manager Global Travel Retail.

In the US, PVM is focusing on its core assortment. "There is still a lot of untouched potential in the US and we trust that together with our business partner, Otis McAllister, we can grow towards a fair share. We are making steps in the right direction by having our new suitcase display in many duty free Americas locations," she said.