

Perfetti Van Melle returns to Orlando with perfected in-store assortment

By **Hibah Noor** on February, 14 2020 | Confectionery & Fine Foods



Perfetti Van Melle returns to Orlando this year with new products for the Summit of the Americas travel retail exhibition (booth 901).

New to the Chupa Chups range is Fun & Friends, eight mini lollipops in Fox, Duck and Dog plush pouches. A perfect contender for the gifting sector and the cash-till-point, Fun & Friends are due to launch worldwide in March 2020.

Also new for Chupa Chups is the Chupa Chups Cash Till Box, which contains six assorted fruit lollipops. Created specifically for the cash till point and targeted at young adults, the Chupa Chups Cash Till Box will roll out in Global Travel Retail in March 2020.

Two new characters join PVM's popular Chupa Chups Backpack range - Tiger and Panda. The plush backpacks feature 16 fruit lollipops and are now available in all GTR channels.



Furthermore, PVM has now gained the SNOOPY license for its line of Chupa Chups markers. Snoopy now joins Hello Kitty and replaces the license for Smurfs. The Snoopy Marker Pack contains seven fruit

lollipops, eight markers and one booklet and will be available in Global Travel Retail from March 2020.



PVM has seen very strong sales in Canada over the past year, which it mainly attributes to its collaboration with distributor DFX Distributions. Eric Vermetten, PVM's International Account Manager, says: "Border store sales are on the rise thanks to the refurbishment of some stores creating a more inviting and interesting experience for travelers while interesting promotions, increased visibility and better assortments led to a great year in Canadian airports as well."

In the United States, PVM has also seen great results in airports and border stores where it works in collaboration with Otis McAllister. For cruise ships, PVM applied its findings from 2018 to its 2019 strategy and has thus made some excellent progress in the channel.

Additionally, PVM has intensified its partnership with TRS Latam in South America. "This agency will be the eyes and ears in the market, visiting the retailers and shops," continues Vermetten. "Next to that, our South American distributor, Y. Lucas-Calcraft, is in contact with new retailers on the Brazilian side of the borders. These positive developments leave us much more optimistic about the year to come, especially in Brazil."

PVM will soon be announcing a new distribution partnership in Central America, to increase its local presence and find new customers in the region.

"We have been working very hard and at improving our in-store assortment, with extra focus on the

Cash Till Points and optimizing the visibility of our brands,” continues Vermetten. “We very much look forward to introducing our new products and concepts at the Summit of the Americas exhibition and taking part in the various social events throughout the week.”