

With a whole lot of new in store, PVM brings a new brand to Cannes

By **Laura Shirk** on September, 17 2019 | Confectionery & Fine Foods



The perfect candy for sharing, Fruittella is made with only, natural flavors, natural colorings and real fruit juices

Perfetti Van Melle returns to the TFWA World Exhibition this year with an array of new products and a new brand: Fruittella (Mediterranean Village, P8).

Fruittella, which is the perfect sharing candy and is made with only natural flavors, natural colorings and real fruit juices, is a trusted brand with strong heritage and a uniquely rich and juicy taste. PVM is launching a Fruittella Jumbostick containing 8 single sticks of the Strawberry flavor in all GTR channels, focusing primarily on families with children aged 4-12 years old.

A list of new launches

PVM has a number of new launches for its Chupa Chups range. Brand new are the Chupa Chups 'Funny Friends' – 8 mini lollipops in Fox, Duck and Dog plush pouches. A perfect contender for the gifting sector and the cash-till-point, the Funny Friends are due to launch worldwide in March 2020.

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

Furthermore, PVM recently 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 7 fruit lollipops, 8 markers and 1 booklet and will be available in Global Travel Retail from March 2020.

Additionally, new for Chupa Chups, the Chupa Chups Cash Till Box, which contains 6 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.

Moving from Chupa Chups to Mentos

The Mentos brand has also expanded its portfolio with the Mentos 2H Clean Breath, which helps to provide clean breath for 2 hours. The sugar-free 3-layer tab contains Magnolia bark extract and Zinc and is available in Intense Mint, Peppermint, and Lemon Mint flavours. The practical and thin format of the tin makes the Mentos 2H Clean Breath convenient for on-the-go consumption and is the perfect for social occasions.

The Mentos Pure Fresh Gum range has been extended with a new Watermelon flavor. Containing 45 pieces and ideal for the cash till point, the new watermelon flavor will be available in GTR from March 2020.

Femke van Veen, Travel Retail Brand Manager, said: “We are very excited to bring this new assortment of products to Cannes. These new products have been introduced as a response to our latest category insights, which reveal the ongoing potential for non-chocolate confectionery in global travel retail. We are always striving to create the ultimate travel retail selection and we believe that our new offers are a huge step in the right direction.”

In 2018, PVM remained the number 1 sugar confectionery company in global travel retail with 14.5% market share. Its in-store best sellers grew by 6%, while its cash till best sellers grew by 21%. In terms of the total confectionery category, PVM currently sits at number 10, jumping ahead two places in market share ranking since 2016.