

Butlers unveil new Pick + Mix concept at Dublin Airport

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In collaboration with ARI, the retail concept features 15 favorite wrapped chocolates from Butlers' extensive loose chocolate collection

Last month, Butlers Chocolate launched a new retail concept: a new pick & mix gondola featuring 15 favorite wrapped chocolates from its extensive loose chocolate collection. As a global first for the iconic Irish brand, it's fitting the idea was launched in its first travel retail collection, Dublin Airport.

The concept is part of a beautiful new chocolate shop recently opened by ARI in T2. Butlers worked closely with the confectionery team at ARI in developing the idea. The chocolates have been chosen based on their popularity and are available to customers in two attractive metallic gold pillow pack boxes. The gift boxes have been designed with ease of carrying in mind and easily slip into a passenger's laptop/handbag.

Aisling Walsh, Marketing Director, Butlers Chocolates said: "We are so thrilled to launch this new format to enable our shoppers to choose their very own favorites, whether that's dark chocolate, salted caramel or white chocolate, to name a few. As ever, it was great to work with the team at ARI in bringing this idea to life and we look forward to working with them over the coming months to develop it further."

Deidre O'Carroll, Global Buying Manager, ARI shared: "Working with the Butlers team is always great fun and very productive. We are proud to have collaborated with Butlers to bring to life the first ever Butlers pick & mix as part of our incredible new Food & Confectionery store in T2 at Dublin Airport. Early sales indications and customer reactions have been very positive and we're sure the concept will go from strength to strength."