

Lindt & Sprüngli brings Lindor to life at TFWA Asia Pacific

By **Mary Jane Pittilla** on May, 13 2019 | Confectionery & Fine Foods



Lindt's Chinese New Year Collection for 2020 is themed around fireworks

Lindt & Sprüngli Travel Retail will unveil its latest range of travel-exclusive products at its new Lindt booth at the TFWA Asia Pacific show.

Lindt's activity will focus on the Swiss company's prominent global brand Lindor, one of the few billion-dollar confectionery brands worldwide, with products covering all shopping motivations, including self-consumption, sharing and gifting.

Lindt & Sprüngli Travel Retail will present its new 175g Lindor Tube range at the show to address growing demand for smaller pack sizes from Asian travelers and retailers, as well as revealing a new Lindor global campaign designed to 'spread moments of bliss around the world'.

In addition, a new flavor – Lindor Dark Selection 397g – has been added to the portfolio to reflect growing trends towards dark chocolate in the Asia Pacific region.

Other products being launched in Singapore include the Lindt Chinese New Year Collection for 2020.

The range comprises the Assorted Napolitains Carrier Box 500g and a new Swiss Masterpieces Festive Edition 145g, with both featuring updated designs based around the Chinese New Year theme of fireworks. They will be complemented with a new design for Lindor Milk Gift Tube.

Lindt & Sprüngli Travel Retail will also showcase its new Lindt Fruit Sensation range, featuring a combination of Lindt dark chocolate and a soft fruity centre in three flavors – Raspberry & Cranberry, Blueberry & Acai and Orange & Pink Grapefruit – available in easy-to-carry and resealable 150g pouch bags.

Visitors to the booth can witness its latest innovation, the Lindt Magical Selfie Mirror, while watching live chocolate-making demonstrations.

Peter Zehnder, Head of Lindt & Sprüngli's global duty free division, said: "The new Lindt TFWA Singapore booth is a symbol of how to bring our mission of sharing magical moments to life. Offering freshly handmade chocolate delicacies, high level of personalization and interactive experience with the brand, the booth is a stunning evocation of the creative spirit of the Master Chocolatiers."