

Mondelez WTR expands its destination-themed product collection and “Sense of Place” approach with Toblerone

By **Hibah Noor** on December, 10 2019 | Confectionery & Fine Foods



Fresh destination packaging designs, extended locations and in-store activations strengthen the confectionery category leader’s vision to elevate the growing souvenir trend

Mondelez World Travel Retail (WTR) is expanding the growing trend of destination-themed products in travel retail with its brand-new packaging and in-store activation initiatives from Toblerone. From a contemporary sleeve re-design for the 360-gram bar to spending resources on location availability, the channel’s number one chocolate brand is mapping out a holistic approach called “Sense of Place”.

Toblerone first pioneered the approach in the confectionery category in 2015, when the brand introduced its award-winning destination sleeves for the iconic 360-gram bar. Four years later, the sleeves are sporting a new modern look and have been extended to a total of 30 locations in the channel.

In 2019, Mondelez WTR released a Dubai-specific Toblerone Tiny Milk 272-gram bag that has quickly become the company’s best-selling product. Looking to build on this success, Mondelez WTR is rolling out destination-specific bags for London and Spain. Bringing the destination theme full circle, the team is launching destination-themed in-store activations to engage travelers, as well as destination-specific furniture to highlight local elements. In Qatar, Toblerone sleeved golden bar sales doubled in November due to the re-designed sleeves, unique visibility and exposure.

According to the Travel Retail Catalyst Report 2018, the buying of chocolate as a memento is the second biggest motivator among confectionery shoppers in travel retail. Additionally, 3 out of 10 airport travelers shop to remember their trip through the products they purchase.

Irina Tarabanko, Category Marketing Manager, Mondelez WTR, says: “At Mondelez World Travel Retail, we’re constantly looking for fresh ways to engage travelers and reach them where it matters most – their hearts. Travelers want to remember their trips, to relive the experience in a way that speaks to them. By pairing a widely loved brand like Toblerone with destination-specific themes, we’re creating the sweet souvenir opportunities that travelers are so clearly looking for.”

“Recognizing this great opportunity and expanding the highly successful ‘Sense of Place’ trend with these fresh initiatives from Toblerone further emphasizes Mondelez WTR’s commitment to driving more shoppers, more spend, more often, in line with our ‘Delighting Travelers’ category vision,” she adds.