Chupa Chups launches new pouch bag in time for summer

PVM's Chupa Chups Strawberry Love Pouch Bag features flavors: Strawberry, Strawberry Sourn, Strawberry Cream

Perfetti van Melle (PVM) has released details of a new product development; the Chupa Chups Strawberry Love Pouch Bag with three delicious strawberry flavors.

Chupa Chups Strawberry Love Pouch Bag

PVM has launched its Chupa Chups Strawberry Love Pouch Bag exclusively in travel retail ahead of the busy summer holiday season.

The pouch bag includes 25 delicious strawberry lollipops in three Chupa Chups flavours: Strawberry, Strawberry Sour and Strawberry Cream.

The Strawberry Love Pouch Bag will replace its Do You Love Me Pouch Bag and be available exclusively in Europe region at travel retail partner stores from July, followed by a global launch in August.

"We are excited to develop a new pouch bag for Chupa Chups to provide newness and excitement in the sugar confectionery segment. We want to continuously update and energize our offer, so that our travel retail customers have a reason to include our latest products in their assortment," says Femke van Veen, Marketing Manager, Global Travel Retail.

Chupa Chups paper sticks

The Strawberry Love Pouch Bag will feature all new Chupa Chups made with paper sticks.

The beloved Chupa Chups is moving away from its plastic lollipop sticks, replacing them with paper sticks. This measure is another step in PVM's Reduce, Recycle, Recover program, which aims to deliver against meaningful measures to reduce plastics in our packaging and eliminate plastic packaging where possible.

Paper is the future for Chupa Chups lollipop sticks. It represents a better solution than plastic in terms of recyclability and compostability, while offering consumers the same high-quality Chupa Chups experience they've come to know and love.

The Chupa Chups transition to paper sticks in travel retail started in June 2022 and PVM expects the full travel retail range to be available in paper sticks in all stores by the end of September.