

Ferrero Rocher surprises with the Golden Experience tablets

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October 24 2021 | Confectionery & Fine Foods

Ferrero Rocher surprises with the Golden Experience tablets

By **Wendy Morley**

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The Ferrero Rocher tablet comes in three delicious flavours — milk, dark 55% cocoa and white — each made with carefully selected ingredients of the highest quality

Iconic confectionery brand Ferrero Rocher is no stranger to the concept of gifting. The gold-wrapped confectionery is instantly recognizable, and has been a welcome gift for millions, in addition to being a popular choice for self-gifting.

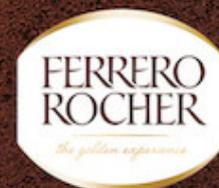
Since gifting is especially important as an aspect of travel retail, it seemed appropriately significant to recently receive from the company a gift box of its innovative new Ferrero Rocher tablets.

NEW



**Something new, something bold,
something gold**

Available in three delicious flavours.
Enjoy three tablets of the same flavour within each tripack.



Following an exclusive partnership with Lagardère Travel Retail, the new Ferrero Rocher tablets will be distributed globally in January 2022

For the first time in its history, the beloved Ferrero Rocher specialty is now being launched globally as a 90g Ferrero Rocher tablet, Ferrero Rocher the Golden Experience.

This bar truly does offer a multi-sensory experience, and anyone who has the pleasure of enjoying it will not be surprised to find that a team of 50 people spent three years working on the development of more than 300 different recipes before finding the right balance of taste and texture for a new way to experience Ferrero Rocher.

Wholly new and yet also reminiscent of the original Ferrero Rocher confectionery, the tablet begins with a refined chocolate base, which supports a soft, creamy, crunchy hazelnut filling then covered with a top layer of chocolate.

The gift

A surprise box of Ferrero Rocher would be welcome at any time, but never more so than when you're starting a massive move across an especially large country, as was the case when my gift arrived at the door.

It was obvious from the instant I opened the wrap that Ferrero Rocher's new tablets were no ordinary chocolate bars; the creamy, slightly crunchy deliciousness proved to be the perfect treat. Long days of organizing, sorting and packing were sweetened by a few pieces of any one of these tablets, which are truly memorable.

And, as Ferrero gifted me, so some of these tablets were further gifted to — and gratefully accepted by — those helping with the move.

From September 2021, Ferrero entered an exclusive partnership with Lagardère to pre-launch this novelty at their retail outlets. Global roll out in the travel retail channels will happen in January 2022.

Sergio Salvagno, General Manager, Ferrero Travel Market comments: "With the launch of the new Ferrero Rocher Tablets, we are offering a new taste experience inspired by one of our most iconic brands which is loved all over the world. A different chocolate shape but one that remains faithful to what Ferrero Rocher lovers expect and a multi-sensorial taste experience that brings a special moment of pleasure. We have achieved this remarkable result thanks to our constant focus on product innovation and the passion for quality that has always distinguished us."

[Ferrero tablets](#), [Ferrero Rocher tablets](#), [Ferrero Rocher golden experience](#)

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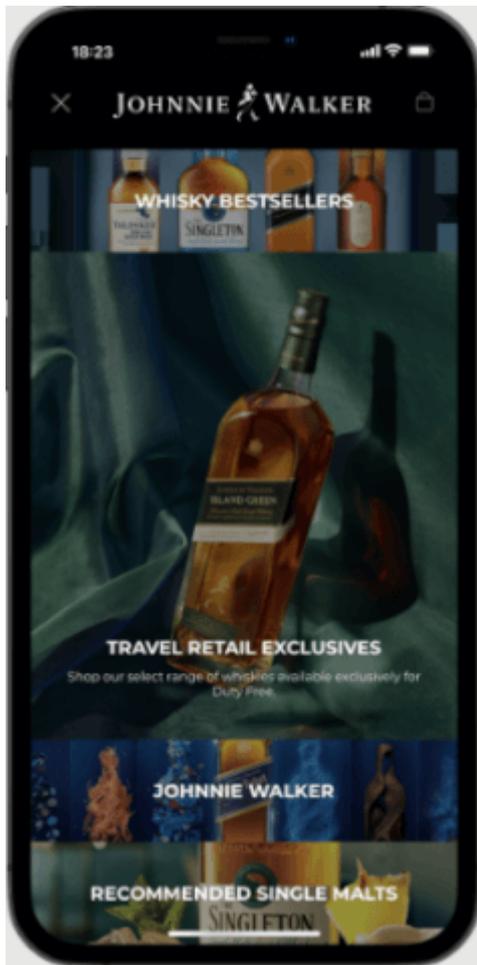
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