

HARIBO takes positive approach to TR in 100th year



Taking part in the upcoming travel retail shows: TRMarketplace and Moodie Davitt Virtual Travel Retail Expo, HARIBO will feature its new HARIBO Giant Dummies, a selection of jelly snacks shaped like pacifiers in five fruity flavors

The confectionery brand HARIBO is taking a positive approach to its future in travel retail with new products and virtual stands at both of the forthcoming travel retail shows: TRMarketplace (September 28 - October 2) and Moodie Davitt Virtual Travel Retail Expo (October 12 - 16).

The family-owned company, which celebrates its 100th anniversary this year, has grown its global business through both good times and bad. Presently, the brand produces hundreds of different products at 16 production sites across 10 countries. Since the company was founded in December 1920, HARIBO products have not only been synonymous with a sweet treat in between meals, but also with little moments of happiness.

"The COVID-19 pandemic has impacted our industry severely over the last six months. We expect the recovery to be gradual as passengers rediscover the joy of traveling and resume their shopping at airports and on ferries.

However, we do expect the business to bounce back and HARIBO intends to be at the forefront of this recovery. We intend to reclaim our pre-eminent position in sugar confectionery and put smiles back

on the faces of travelers,” says Elisa Fontana, Head of Marketing GTR, HARIBO.

At the virtual forums, the brand will showcase the latest innovations in its travel retail portfolio including its new HARIBO Giant Dummies, a selection of jelly snacks shaped like pacifiers in five fruity flavors, its colorful HARIBO Mini Travel Suitcase packed with a 146-gram assortment of HARIBO Goldbear minis and sweet & sour HARIBO Twin Snakes, which are the most recent addition to its resealable pouch range.

“We are looking forward to meeting our partners through the online platforms to discuss our latest novelties and their potential in travel retail stores worldwide,” adds Fontana.