

Lagardere Travel Retail unveils KitKat Chocolatory at Cairns Airport



The new KitKat Chocolatory interactive experience in the Relay store at Cairns Airport

Lagardere Travel Retail Pacific and Nestlé have announced a new addition to their exclusive partnership as the KitKat Chocolatory interactive experience launches in Cairns Airport.

A KitKat Chocolatory Mix Your Break range is now available within the retailer's Relay location at the airport's domestic terminal.

Inspired by the KitKat Chocolatory concept store in Sydney, the interactive experience aims to drive exploration, brand experience and Instagram-worthy moments, dominating an entire wall of the Relay store.

The new KitKat Mix Your Break range allows travelers to choose from a range of KitKat flavors, some not found anywhere else, including Lotus Biscoff, Strawberry Cheesecake, Cherry Brownie, Goey Caramel, Hazelnut, Tiramisu, Cookies & Cream and Crème Brulee, which can be purchased in packs of 10, 20 or 45.

The Mix Your Break range at Cairns Relay is available in addition to the core KitKat range and travel retail exclusive products, also available in Lagardere Travel Retail stores across Sydney's Terminal 2 domestic airport.

Lagardere Travel Retail Pacific CEO Przemek Lesniak expressed his excitement about bringing this phase of the partnership to life: "After months of work by our team in partnership with Nestlé, we are thrilled to see Mix Your Break now in-store. We look forward to continuing expanding the KitKat Chocolatory range across our network in the coming months and years and thank Cairns Airport for

their trust in us to bring unique experiences to travelers in time for travel to ramp up again.”

Joyce Tan, Head of Marketing for Nestlé Confectionery, said: “The Mix Your Break range is one of the most popular experiences in our KitKat Chocolatory concept store with locals and visitors alike. Allowing fans to choose their break, their way, it features unique and favorite KitKat flavors from Australia and around the world. Available in a travel-friendly size, it’s a premium KitKat experience for those on the go, so we’re incredibly excited to bring this concept to life for those visiting Cairns Relay.”