

Happy Easter from Lindt & Sprüngli at São Paulo-Guarulhos and Paris Charles de Gaulle airports



Lindt & Sprüngli Global Travel Retail adds Easter flavors and favorites at Paris Charles de Gaulle Airport

Leading premium confectionery brand Lindt & Sprüngli has launched vibrant Easter Garden activations at São Paulo-Guarulhos and Paris Charles de Gaulle airports.

Central to the high-profile promotions (HPP) is a life-size bunny display adorned with the Lindt Gold Bunny, Lindt's hero Easter product, surrounded by Easter baskets containing the 300g Lindor Present Egg and Lindor Small Eggs Bag Milk in 180g or Assorted 180g.

The festive baskets are placed on carpeted grass amidst visuals of trees and bushes to evoke the ambiance of a blooming Easter garden. Visitors to the activation sites can also find Lindt's popular travel retail exclusive 400g and 175g Lindor Tubes in flavors including Milk, Dark Assorted and Assorted.



Happy Easter from Lindt at São Paulo-Guarulhos International Airport

Peter Zehnder, Head of Lindt & Sprüngli Global Travel Retail, said, “Easter is a key gifting moment in the calendar in which consumers look forward to treating loved ones to novel and indulgent chocolate gifts. Each year around Easter we aim to offer shoppers exciting activations and products that cater to their gifting needs, delivering on the ‘Say it with chocolate’ pillar of our Category Vision. We hope that the activations in São Paulo and Paris encourage shoppers to celebrate Easter with pure indulgence.”