

Lindt & Sprüngli Travel Retail partners Gebr. Heinemann for exclusive edition LINDT Dark Caramel Sea Salt



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Lindt & Sprüngli Travel Retail has partnered Gebr. Heinemann to launch an exclusive product range – the LINDT Dark Caramel Sea Salt Edition. The travel retailer has been forming premium partnerships with key stakeholders to increase customer footfall in the confectionery aisle.

The special LINDT Dark Caramel Sea Salt combines the finest dark chocolate with the tantalizing taste of caramel with a pinch of sea salt, a combination that is popular with millennial travellers.

It will be available in two bestselling formats – an assorted LINDOR Tube Selection 396g and LINDT Assorted Napolitains 500g – with both featuring emerald gift packs evoking holiday memories and reflecting the maritime history of Heinemann’s hometown of Hamburg.

The product range will be available at Heinemann stores around the world, with a focus on Sydney, Hong Kong, and Heinemann’s top 20 airports in Europe – including Frankfurt, Vienna and Amsterdam, Munich, Johannesburg and Kiev.

A special maritime-themed PoS material for head gondolas and impulse podiums will be integrated into Heinemann’s promotions, while a six-month digital communication campaign will also be launched to create maximum visual impact. LINDT Dark Caramel Sea Salt Edition will also feature on a large-scale pop-up at Hong Kong International Airport.

Peter Zehnder, Head of the Lindt & Sprüngli global duty-free division, said: “At Lindt & Sprüngli Travel

Retail, our focus remains on developing premium partnerships to help make travellers' journeys more magical. We also know that growing numbers of passengers are looking for premium, delicious and travel-exclusive gifts - in fact, finding the right gift is one of the prime purchase drivers to convert browsers into shoppers."

"The launch of LINDT Dark Caramel Sea Salt Edition and our strong partnership with Heinemann will reinforce our commitment to creating new and immersive experiences for travellers, to drive greater customer engagement and growth in the confectionery category."

Rüdiger Stelkens, Director Purchasing Liquor, Tobacco, Confectionery and Fine Food at Gebr. Heinemann, said: "Gebr. Heinemann is always aiming to offer our customers an exciting product portfolio that brings additional value and which attracts all chocolate loving passengers. This is why we are focusing more and more on the possibilities of introducing Gebr. Heinemann exclusive products and new exclusive flavours of strong brands."