Loacker unveils new Misto Bontà assortment and embraces sustainable future as a Benefit Corp

Loacker will present its new 466.5-gram Misto Bontà variety pack to travel retail partners and visitors at the upcoming TFWA World Exhibition in Cannes (Stand AA11, Yellow Village)

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Loacker will present its new 466.5-gram Misto Bontà variety pack to travel retail partners and visitors at the upcoming TFWA World Exhibition in Cannes (Stand AA11, Yellow Village). Featuring individually wrapped versions of Loacker's most popular formats and flavors, this versatile new premium presentation has been developed to meet a wide range of traveler needs, from on-the-go snacking and self-consumption to multi-occasion gifting.

Perfect for sharing with family and friends, the new Misto Bontà assortment contains:

- 1 x Wafer Thins (37.5 grams) – Dark Chocolate
- 7 x Classic (45 grams each) – Napolitaner, Double Choc, Vanilla, Cremkakao, Alpine Milk, Cocoa & Milk, Peanut Butter
- 3 x Gardena (38 grams each) – Hazelnut, Coconut, Chocolate

With flavors to suit every palate and shopper profile, this variety pack has been designed to encourage both new and existing consumers to explore the diverse Loacker portfolio. Misto Bontà is presented in striking, sustainable, red packaging with a practical integrated carry handle that ensures strong on-shelf appeal in the high-traffic travel retail environment.

Loacker Head of Travel Retail and Duty Free Juan Miguel Cabrera comments, "We see strong potential in travel retail for our new Misto Bontà introduction, created in response to the growing demand for premium, ready-to-gift (and self-gifting) options, that offer flexibility across a range of usage occasions.

"This format not only delivers product variety and convenience, it also encourages consumer trial across Loacker's core ranges, helping to build brand awareness at the point of purchase, and supporting category growth."

Transparency, vision and responsibility

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2025 has been a landmark year for Loacker, featuring multiple celebrations and new initiatives to mark the 100th anniversary of the South Tyrolean confectionery company. Importantly, Loacker has strengthened its commitment to sustainability by officially becoming a Benefit Corporation. The company has also released its first Impact Report, developed in partnership with InVento Innovation Lab – one of Italy's first certified B Corps and a partner of B Lab Europe – which guided Loacker through the transition and helped define its long-term strategic sustainability goals.

"In addition to celebrating the first 100 years of history, 2025 represents a fundamental moment for the commitment to a responsible future," adds Loacker Chairman of the Board of Directors Ulrich Zuenelli. "The transition to a Benefit Corporation reinforces our desire to act with transparency, vision and responsibility. We know that change requires collaboration and consistency: it is from here that we want to continue the path we have taken."

Loacker's integrated sustainability strategy is rooted in four core areas:

- Climate action, circularity and environmental protection
- Ethical sourcing and partnership with local communities
- Social responsibility for the wellbeing of employees
- Pleasure without remorse

Following a successful collaboration with the Bühler Group to develop the pioneering Optibake electric wafer kiln with zero direct emissions, Loacker is now focusing on more sustainable packaging solutions. A key initiative is its Flexible Printing Technology Development project, designed to facilitate printing directly onto packaging, thereby eliminating the need for adhesive labels, and significantly reducing waste.

Looking ahead to the next 100 years of success, Loacker is also investing in research and innovation with the development of a new R&D hub – the Loacker Technology Center. This facility will play a strategic role in supporting and enhancing the company's core business activities across all areas.

"The Loacker Technology Center will serve as a cornerstone for our future growth," notes Cabrera. "More than just a hub for product innovation, it will play a vital role in advancing our sustainability agenda by integrating technological progress with environmental responsibility. As consumer expectations around sustainable confectionery in global travel retail continue to rise, it is imperative that we step up and further intensify our efforts in order to meet – and exceed – these evolving demands."

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